

Automotive Daily News



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HUPP FACTORY MEN TO MEET IN DETROIT SEPT. 22

Sales Program to Be Outlined for 1926 Business

Special from A. D. N. Detroit Bureau

DETROIT, Sept. 19.—Arrangements have been completed by officials of the Hupp Motor Car Company for the entertainment of 75 of its factory representatives at a special convention to be held here September 22-24.

At this convention the factory's sales program for 1926 will be detailed, including the introduction of any new models that the company may build.

Sessions of the convention will be at the Island House, Grosse Ile, where demonstrations will be made of the Hupp line.

The factory representatives will report at the plant Tuesday morning and will be taken through the various departments, where they will be shown what has been done to speed up production to meet the demand. Later they will drive down to Grosse Ile for a business session, and some golf will occupy the afternoon—for those who care for it. An entertainment will be given Tuesday evening.

Wednesday there will be another business session, at which various officials of the company will discuss the new sales programs for the year. Golf will be on the program for the afternoon and in the evening there will be another business session.

Thursday morning the convention will be acquainted with the general advertising program of the company to be followed in 1926 to promote increased sales volume. A business session will conclude the convention's meetings.

GOODYEAR TO CONSTRUCT \$1,000,000 WESTERN UNIT

Los Angeles, Sept. 19.—A. F. Caterloh, vice-president and general manager of the Goodyear Tire and Rubber Company, announced late yesterday that construction of a five-story addition to the present main building will be started immediately. The structure will cost \$1,000,000. The company will add 1,000 employees to its present 3,000.

DETROIT CAB CO. NAMES THREE NEW DIRECTORS

DETROIT, Sept. 19.—W. F. Evans, president of the Detroit Motor Bus Company; Ralph Stoepel, president Burnham, Stoepel & Co., and M. L. Newhall, vice-president of the Sun Oil Company, have been elected to the board of directors of the Detroit Cab Company.

NEW LICENSE RULING

Columbus, O., Sept. 19.—The attorney general has ruled that Ohio automobile dealers may use dealers' licenses for automobiles only when the automobile to which the tag is attached is in transit from the factory to the salesroom or when it is being demonstrated or delivered for sale.

Detroit Scout Car Heads for Florida

DETROIT, Sept. 19.—The scout car of the Detroit Automobile Club has been sent out to survey the highways from Detroit to Florida. According to W. S. Gilbreath, manager of the club, the flow of traffic toward Florida is beginning earlier than usual this year, so that the scout car leaves about a month earlier than it did last year. Detailed information will be forwarded daily to the club's touring bureau, where it will be available to tourists who are Florida-bound.

DODGE BUILDING 1,100 CARS DAILY

Detroit, Sept. 19.—Dodge Brothers, Inc., have increased their production to 1,100 a day, equaling the high mark set in the spring, and following a production of 900 cars daily through August and the first weeks of September. The increase is the result of an unusually large number of unfilled orders on hand, the company being unable to care for all dealer requirements while operating on the lower schedule.

This market of 1,100 daily approaches peak figures for the Detroit plant. It is probable that this schedule of production will be maintained for some time.

Harvester Co. Is Hopeful for 1926

Chicago, Sept. 19.—In the current number of the Harvester World, published by the International Harvester Company, it is predicted that heavy purchases of farm equipment are expected this year.

In part, the official organ states:

"Prospects for 1926 are rosy. Not for years has the farm and farm equipment future looked so good. Business has been climbing the last six months and now extra optimism is evident everywhere. The Department of Agriculture and many disinterested surveys point to flourishing conditions.

"Business men and farmers are thinking in the same direction. Unanimously they expect prosperity and it looks like they are going to get it."

GOODRICH CO. VETERAN MANAGES DETROIT UNIT

DETROIT, Sept. 19.—F. O. Slutz has been made branch manager of the B. F. Goodrich Rubber Company in Detroit, succeeding William Moore. Slutz comes to Goodrich from the Diamond Rubber Company, a Goodrich subsidiary. He has been connected for twenty years with the Goodrich organization.

JERSEY TO PROBE AUTO USE

Trenton, N. J., Sept. 19. (U. T. P. S.).—Upkeep of state-owned automobiles amounting to \$500,000 a year is due to receive scrutiny from the Bright Legislative Investigating Committee shortly. A questionnaire has already been sent to all department heads.

WORLD MARKET FOR MOTORS ON UPWARD TREND

Argentine Trade Brisk—European Demand Continues Steady

Special to the Automotive Daily News

WASHINGTON, Sept. 19.—The usual winter slack season in the Argentine automobile market has not materialized this year, and importations and sales have kept up to a point near the usual summer level.

This is apparently traceable to better general conditions in the republic, with an expanding market for automobiles rather than to weather conditions, which, however, have been favorable.

The automobile sales for the next summer season, beginning in October, are expected to be the highest on record. It is quite certain that passenger car sales in Argentina for the calendar year 1925 will exceed 40,000. The bulk of the sales consists of low and medium priced cars in five and seven passenger open models.

July imports in Brazil numbered 96 cars, of which 88 were American, 16 Belgian, 14 Italian, 3 French and 3 British. The immediate outlook is not pleasing to dealers, as most of the automobiles sold locally are sold on the installment plan. Discount rates are high and will probably be increased, as bankers are reluctant to accept automobile papers.

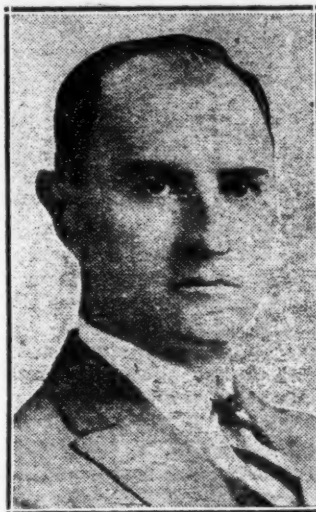
The Rio De Janeiro Tramway Light and Power Company is said to be preparing approximately 100 auto buses which will soon be put in service on various routes now being exploited by other companies.

The automotive outlook is exceedingly bright in Egypt due to favoring agricultural and economic conditions. August passenger car imports and sales were reported highest on record.

The firm of Schmidt and Bensdorf, of Mannheim, Baden, Germany, has introduced into the German market a small car named Mops. This machine is of a three wheel design and is equipped with a two cylinder, four stroke, valve-in-head motor with three speeds forward and one reverse.

At this time the car is only produced in one model, a single-seater, two-passenger car, and is priced at 2,400 marks, including electric starter, storage battery, top, electric lights, clock, speedometer, windshield, tools and an extra wheel with

D. H. KELLY, president of the N. B. M. A., who, in an address to the organization in New York, September 18, declared conditions are the most prosperous in years.



HYDRAULIC BRAKE FORCED TO EXPAND

Special from A. D. N. Detroit Bureau

DETROIT, Sept. 19.—Increased business has necessitated larger manufacturing facilities for the Hydraulic Brake Company, maker of Lockheed four-wheel brakes. By October 1 the company will be installed in its new building, which is two stories high and has 25,000 square feet of floor space.

The Wagner Electric Company has been appointed the national service organization for Lockheed brakes and will occupy the new building jointly with the Hydraulic Brake Company. The company reports that the present production is on the basis of 300,000 annually and that by the end of the present year half a million cars will be equipped with this type of brake.

FLIES 302.3 MILES AN HOUR, BREAKING RECORD

New York, Sept. 19.—Lieut. A. J. Williams, U. S. N., flying a Curtiss plane, yesterday traveled over Mitchel Field at the rate of 302.3 miles an hour, the swiftest flight ever recorded. After the trial Lieut. Williams said he believed the plane capable of 350 miles an hour with a 9,000 dive. He will fly the same ship in the air races on Long Island October 8, 9 and 10.

Century of Prosperity Predicted by Henry Ford

Seal Harbor, Me., Sept. 19.—One hundred years of prosperity looms for the United States, declared Henry Ford Thursday as he dwelt on the importance of proper payment for services rendered by employees. "I believe in good wages," he declared. "I pay them. It makes prosperity. If you don't pay good wages you hurt yourself."

Speaking of his airplane plans, he said: "The airplane of the future, in my mind, is a combination of dirigible, heavier-than-air plane and helicopter. We are working toward that end now. That gives you stability and speed and the ability to navigate more easily." He concluded with the opinion that times were good and were going to be even better.

BUSINESS GOOD, SAYS D. H. KELLY TO BATTERY MEN

Al Reeves Outlines Plan To Eliminate Excise Tax on Batteries

NEW YORK, Sept. 19.—

"From every standpoint conditions are the most prosperous in recent years," said President D. H. Kelly of the National Battery Manufacturers' Association in his address before the fall convention of that body, which opened September 18 at the Hotel Roosevelt of this city.

J. B. Perlman addressed the meeting on the subject of misbranding. "Too many dealers," said Mr. Perlman, "are not interested in getting the proper designation of number of hours' service claimed for a given battery. The gyp dealer supports the dishonest manufacturer and has become an important outlet from a quantitative standpoint."

Some manufacturers, according to Mr. Perlman, are padding their batteries, "padding" being more than necessary to produce the solution for this condition, and the vital point in the case is not to sit back and say, "We are not guilty, therefore it is no concern of ours."

In reference to the remarks of J. B. Perlman, President Kelly said, "The matter of misbranding goes further than the sale of batteries. We have before us the question of standardization of equipment, and this subject is of vital importance to the industry."

In the same connection O. B. Towne emphasized the desirability of determining specifications for a standard battery, whereupon they could be submitted to the Bureau of Standards at Washington, D. C., for enforcement.

Alfred Reeves of the National Automobile Chamber of Commerce was then introduced. He took the platform amid applause. He gave as the subject of his remarks, "Excise Taxes," and opened his talk with a comparison between public speakers and automobiles. "The latter," he said, "can run fifteen miles on a gallon. The trouble with the former is that they sometimes run on indefinitely on half a pint."

Beginning with some comment on the general condition of the industry, Mr. Reeves stated that business had never been better. As to the outlook, he said, "The motor car business of the future is excellent."

The address of Mr. Reeves was in part as follows: "The excise taxes were put on in 1917 under the guise of helping to win the war. Since then we have paid the Federal Government \$800,000,000. It is a supertax on all other taxes paid by the average industry."

"This year we have been working for six months on the problem of eliminating or reducing the tax. We showed Secretary Mellon that it costs 20 per cent. to collect the tax. Mr. Mellon says that the whole tax ought to come off. Senators Couzens and Smoot also say that it ought to come off."

"We said: 'If you'll take the tax off automobiles, we'll cut the price 5 per cent., or the full amount of

(Continued on page 8)

England's Auto Monarch Sees Large Field in U. S. For Small Type Machine

Again Denies Reported G. M.-Morris Motors
Merger—Studies American Methods

Special from A. D. N. Detroit Bureau

DETROIT, Sept. 19.—Reiterating his denial that there was truth to the reported merger of the Morris Motors, Ltd., of London, and General Motors, W. R. Morris, managing director of the British concern and the recognized leader of the automotive industry in the British Isles, declared that he was in Detroit to study ideas that would aid him in his plan of increased production.

During an interview with an Automotive Daily News reporter, he called attention to the splendid American roads and pointed to the big field here for the small type car. "It seems surprising, indeed," he asserted, "that no American manufacturer has taken advantage of the opportunity.

"There is no especial significance attached to my visit to America at this time," said Mr. Morris. "Nor to my present visit to Detroit. I have not been in America since 1914, so it is natural that I should want to come again; and I know that I could get some ideas that would be of value to us in our increased plan of production if I visited the Continental plant. This disposes of the mystery, I hope—if there ever has been one."

The organizations of which Mr. Morris is the managing head make an extended line of products. Among them are the Morris-Cowley cars, manufactured at Cowley; these are four-cylinder cars with 11.9 horsepower and ranging in price from \$175 to \$250. At Ox-

ford the company makes the Morris-Oxford line of cars of 14 horsepower and a slightly higher price range running from \$260 to \$395. Both lines are ultramodern.

At factories in Soho and Birmingham the Morris Motors, Ltd., makes a line of light commercial vehicles, running up to one ton, and some char-a-bancs. Portable garages, or motor houses as they are called, are also manufactured in large quantities.

The present output of vehicles is on the basis of 60,000 annually, and 45,000 have been produced already this year. These figures represent about 10 times the production of any other British manufacturer. The plan at present is to step this output up to 75,000 in 1926.

Recent acquisition of the business of Leon Bollee & Co., at Le Mans, France, will account for a part of the increased production, for the French plant has a capacity of 7,000 annually.

The present visit to America has been a very brief one. Mr. Morris sails for London today.

Ford Hydro Plant Is Incorporated

Detroit, Sept. 19.—The state public utilities commission has authorized the Ford Hydro-Electric Company to incorporate and do business in Michigan. The company is capitalized at \$25,000 and is one of the Ford string of hydro-electric projects. A power plant is being developed on the Menominee River near Iron Mountain.

STAR CAR DEALERS IN CALIFORNIA CONVENE

Sacramento, Sept. 19.—Members of the Star Car Dealers Organization of northern California met here today for a sales convention presided over by H. W. Curtiss, director of sales and branches of the Durant Motor Company of California. The Star gold certificate plan was placed before the dealers. Another convention has been scheduled for next month.

SAYS MERCHANT MAY SELL CARS WITHOUT LICENSE

Olympia, Wash., Sept. 19.—That a merchant who purchases automobiles, has them delivered to his storeroom and then sells them without taking them out upon the streets for a demonstration, is not required to take out a dealer's license, is the opinion rendered by Assistant Attorney General R. G. Sharpe to William Cole, supervisor of the state highway patrol.

HITCHING POSTS GONE

Austin, Tex., Sept. 19.—The Alamo Hotel, Austin's newest modern hotel structure, now being completed, has a storage garage adjoining and opening directly into the lobby of the hotel for the accommodation of its guests who travel by automobile. Manager Osburn says that automobile travel has become so general in Texas that hotel guests require as convenient housing for their cars as for themselves.

Detroit Employs 250,595 Workers

Detroit, Sept. 19.—Industrial employment in Detroit plants, according to employers' association figures, has reached the unprecedented total of 250,595. This represents the reports of fully two-thirds of all industrial employment here and sets a new high-water mark. It is about 50,000 more than were on Detroit's factory payrolls a year ago.

AWAIT ANNOUNCEMENT CONCERNING BODY PLANT

Racine, Wis., Sept. 19.—The disposition which the Murray Body Company will make of the H. & M. body plant, which it recently purchased, is still in doubt. At the time of the purchase it was declared that the company would continue to manufacture automobile bodies, and recently a statement has come from the company's headquarters at Detroit declaring that the plant would make automobile bus bodies. The plant is a large one and normally employed 2,000 men. Representatives from Detroit are expected here this week and definite announcement is to be made after their survey.

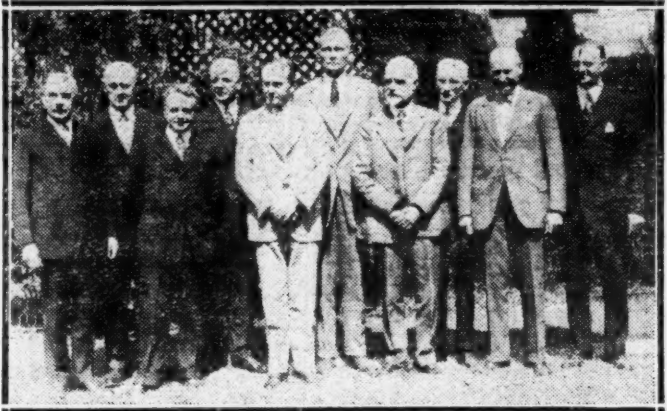
ARKANSAS OPTIMISTIC OVER BUSINESS OUTLOOK

Pine Bluff, Ark., Sept. 19.—Manufacturers, distributors, jobbers, wholesalers, traveling salesmen and others who are interested in making sales this fall ought not to forget about Arkansas, as business is booming in this state—this autumn because of the prosperous conditions of the cotton crop.

MILWAUKEE CO. SOLD

Milwaukee, Wis., Sept. 19.—The King Motor Supply Company has been sold to an organization to be known as the Replacement Parts Corporation, with the following officers: E. A. Drott, president; E. H. Groth, vice-president and general manager; J. H. Kerber, secretary and treasurer.

TO PROBE AIRCRAFT Status! Special board of inquiry appointed by President Coolidge shown below. Left to right they are R. A. E. Fletcher, J. C. Harbord, Dwight W. Morrow, J. F. Parker, Senator Hiram Bingham, (President Coolidge), W. F. Durank, Arthur O. Denison, Howard D. Coffin and Carl Vinsan.



International Newsreel Photo.

ANNOUNCE U. S. RUBBER TOTAL

(Special to Automotive Daily News.)
Washington, Sept. 19.—The rubber division of the Department of Commerce today made public figures by states on the consumption of rubber by 457 American factories during the first seven months of this year. In a few cases it has been necessary to treat two or more states in the same general locality as a unit in order not to reveal the amounts consumed by individual companies. The list follows:—

States—	Pounds
Ohio	263,293,469
Massachusetts and Maine	56,900,778
Pennsylvania, Delaware and Maryland	21,732,531
New Jersey	37,473,429
Wisconsin and Minnesota	26,929,885
Michigan	24,613,146
Connecticut	19,335,757
New York	18,366,744
Indiana	13,994,028
California	12,996,355
Rhode Island	7,939,979
Nebraska, Colorado and Missouri	6,462,645
Illinois	5,861,585
Virginia, North Carolina and South Carolina	1,671,517
Iowa	1,466,314
Oregon and Washington	728,120
West Virginia, Tennessee and Kentucky	701,435
Georgia, Alabama, Louisiana and Texas	411,542

The department has increased confidence in its estimate that the total consumption in the United States during the first seven months of 1925 was not in excess of 235,000 long tons. This view has also been substantiated by a further inspection of the figures, which revealed that 90 per cent, of the consumption reported was by the fifty largest consumers.

Receiver Named For Truck Concern

Toledo, O., Sept. 19.—The Commerce Guardian Trust and Savings Bank was named receiver for the Clydesdale Motor Truck Company of Clyde by Federal Judge John M. Killits, following receipt of a petition by Continental Motors Corporation of West Virginia late yesterday. Attorney P. R. Taylor was named a special master to hear claims. The petition claims the Clydesdale company is solvent, with assets of \$598,549 and indebtedness considerably less than that amount. Continental Motors has a claim for \$9,038.

ST. PAUL PLANT TO TURN OUT 407 FORDS DAILY

St. Paul, Sept. 19.—The St. Paul Ford plant will be turning out 407 new model cars daily by September 21, according to S. A. Stellwagen, sales manager. Mr. Stellwagen denied the widely circulated report that parts made at the Michigan factories were made so that they could not be properly fitted at the assembling plants.

Output of all Ford plants will be from 8,000 to 10,000 daily of the new models by September 21, he declared.

USL SALES IN 74 PER CENT. INCREASE

Niagara Falls, Sept. 19.—D. H. Kelly, first vice-president of the USL, in commenting on the progress of the company recently at the annual sales convention here, declared that there had been a 74 per cent. increase in sales through service stations, more than doubling USL's total sales volume. "Our phenomenal sales increase and the increase in the number of service stations is largely due to our efforts to excel in quality of batteries manufactured and due to the accumulated benefits from our increase in standard factory equipment," said Mr. Kelly.

Reference was made at the convention of USL's strong financial position. It was pointed out that no automotive company was in any way connected or affiliated with USL. The ratio of current assets to current liabilities indicated the strong financial condition of USL.

The business sessions were devoted to service, sales and advertising plans for USL batteries, including automobile batteries, USL radio storage batteries, Frontier automobile batteries, Frontier radio batteries and USL-Niagara dry cell batteries.

ROLLS-ROYCE OFFICIAL TO PRESIDE AT MEETING

Springfield, Mass., Sept. 19.—Austin C. Ross, purchasing agent for the Rolls-Royce Company, will preside at the next meeting and dinner of the Purchasing Agents' Association of Western Massachusetts, to be held at the Sweetheart Inn, Shelburne Falls, on October 17.

A.A.A. Launches Offensive Against Roadside Courts

Special to the Automotive Daily News
Washington, D. C., Sept. 19.—As the result of an exhaustive survey of the operation of roadside courts and speed traps throughout the United States the American Automobile Association today issued a declaration of war against the systematic graft that is mulcting motorists of millions of dollars and creating an intolerable nuisance on the highways of the nation.

According to an announcement from A. A. A. national headquarters here, investigation has clearly proved that fully 90 per cent. of the roadside courts and the speed traps now active are operated for revenue only and not for the enforcement of motor vehicle regulations.

"Your average justice of the peace and constable and the deputy constable working with him have only a remote interest in the enforcement of law and the administration of justice," Thomas P.

CHRYSLER PLAN PLEASES TRADE

After 10 Weeks' Trial
Finds Parts Distribution Satisfactory

Detroit, Sept. 19.—The Chrysler Motor Corporation reports the success of a new service plan inaugurated July 1, which has had the test of ten weeks' trial. On that date the Chrysler organization began servicing its parts to Chrysler dealers and owners at a price which discounted freight charges and Federal taxes. The new plan amounted to an absorption of these items by the company with a material saving in the item of maintenance, so far as dealer and owner were concerned.

Chrysler dealers previously were forced to add 10, 15 and in some cases 25 per cent. to their parts prices in order to care for transportation and handling, as well as the Federal tax of 2½ per cent. By the new service plan there is established a new parts price list, uniform all over the country and available to Chrysler owners everywhere. A single exception is the state of Texas, where unfavorable legislation has kept the plan inoperative.

Gas Consumption Mounts in Ohio

Columbus, Ohio, Sept. 19 (U. T. P. S.).—According to the report of the Ohio Tax Commission of the amount of tax received from the 2 per cent. per gallon levy on all gasoline sold in Ohio excepting for farm use, there was a consumption of approximately 60,000,000 gallons in the month of July. When the records for August are tabulated, an equally large consumption of gasoline is anticipated. The consumption in May showed a total of 51,333,553 gallons, and in June a total of 54,195,402 gallons were sold.

Twelve oil companies sold more than 50 per cent of the gasoline consumed in Ohio in July, according to the report. As might be expected the Standard Oil Company was first with 14,213,151 gallons, and the Solar Refining Company of Lima second, with 5,632,609 gallons. The Pure Oil Company of Columbus came third, with 2,390,000 gallons, and the Paragon Oil Company of Toledo fourth, with 1,715,070 gallons.

Chicago, Sept. 17.—Dave B. Brimm, owner of Parkview Motors Company, Chrysler dealer, has discontinued his public garage at that address and is converting the garage building into a factory, as an addition to their plant at Grand Rapids, Mich., to manufacture "Dee-Bee" enclosures.

Henry, president of the A. A. A. said, after reviewing the evidence of graft on the highways.

"Motorists in practically every part of the country are suffering from this form of highway banditry," the A. A. A. declares, offering at the same time to open to the public its records of thousands of incidents where motorists during the present touring season were the victims of a system of enforcement "for revenue only."

"In the great majority of cases," said President Henry, "the justices of the peace who operate these courts are not only ignorant of the law, but in a great many cases they are violating the statutes of their states in imposing fines and taking money in the manner they do."

President Henry cited numerous instances to show the extremes to which the practice of gouging the motorists at the hands of speed trap artists and wayside courts has been carried.

BRISK FALL SALES SURPRISE DEALERS

Agricultural Reverses Fail to Affect Ky. Purchases

LEXINGTON, Ky., Sept. 19 (U. T. P. S.).—Lexington automobile dealers have noted an increase in sales for this part of the year, which is surprising to them, as they expected a depression during the early fall.

The increase in sales came in spite of a recent severe drought which hit the farming interests in this section of the country a staggering blow.

Cars of the higher-priced class are selling almost as fast as ever, and cheaper machines are selling much above the average. Some of the leading companies have been unable to cope with the demand.

The increase in sales, which came in the truck line as well as for pleasure cars, is attributed in part to the reduction in prices announced by a number of manufacturers. The drought here has just been broken, and, if crops are saved, the winter buying should be heavy when the farmers market their tobacco and other products.

Topeka, Kan., Sept. 19.—General rains all over Kansas, varying from two to four and a half inches, have broken the drought that was threatening to kill winter pasture and make a big delay in fall work on the farms. Automotive dealers over the state declare the rains mean as much to them as to the farmers, and are now preparing for one of their best fall and winter seasons.

Distributor Doings

Cheyenne, Wyo., Sept. 19.—The organization of a number of new Chrysler dealers in the Big Horn Basin and Lander-Riverton country has been announced by E. M. Johnston, manager of the Casper Motor Company, distributor for the central part of Wyoming. The new dealers that were established are A. C. Rice at Douglas, Harrison & Son at Glenrock, the Scott Motor Company at Lander, and the Washakie Motor Company at Thermopolis and Worland. All of these new establishments will be equipped to sell and service the Chrysler car.

Dallas, Tex., Sept. 19 (U. T. P. S.).—Adam E. Ferguson, formerly of New York, has taken over the Hudson-Essex lines here.

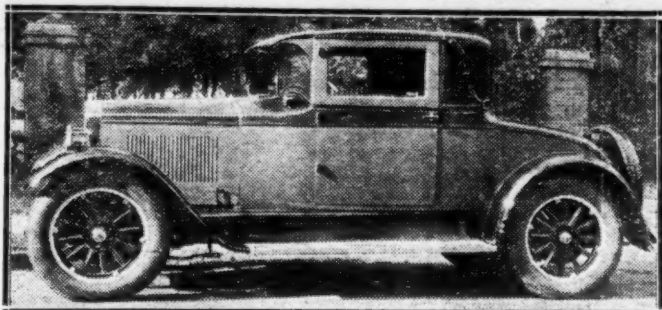
Chicago, Ill., Sept. 19.—Since taking on the new Diana light straight eight, product of the Moon Motor Car Company, the Quinlan Motors Company, one of Chicago's leading automobile distributors, have further enlarged their dealer organization by the appointment of nineteen new sub-dealers throughout the Chicago territory.

Bismarck, N. D., Sept. 19.—The Corwin-Churchill Motors Company has obtained the Star contract for the Bismarck territory. The company will handle the Star in addition to the Chrysler.

Indianapolis, Ind., Sept. 19.—A direct factory branch of the Flint Motor Company was opened here this week, with L. S. Shoup, formerly of the General Motors Company, as branch manager and J. F. Minthorne, who has been connected with the Cole and Oldsmobile companies here, as sales manager of the retail department. Both men are veterans of the motor car industry.

Minneapolis, Minn., Sept. 19.—Headquarters offices of the Willys-Overland Company for the territory, have been removed from Minneapolis to the Willys-Overland

NEW COUPE. This three-passenger coupe in duotone blue Duco is the third new body type to be introduced by Velie Motors Corporation of Moline, Ill., during recent weeks.



Minnesota Figures Show Big Increase

Minneapolis, Minn., Sept. 19.—Figures made public last week by Mike Holm, secretary of state, showed that the automobile registrations in the state so far this year have already exceeded the registrations of last year by more than 58,000 cars. The total registrations to date have been 549,542. Licence fees, he said, have netted the state \$9,498,065 while the income from the two cent gas tax is expected to add another \$4,200,000 to the revenue before the end of the year.

An idea of the steady increase in popularity of automobiles throughout the state may be gathered from the figures of the past three years. The total number of cars registered in 1921 was 332,652. In 1922 this number had grown to 384,398. The following year registrations jumped to 452,675 while last year the total registration was placed at 508,030.

With both license and gas tax exceeding the legislative estimates, it is expected that the original sum appropriated for road building will be increased to more than \$3,200,000.

DEALERS AWAIT RULING ON NEW LICENSE LAW

Los Angeles, Cal., Sept. 19.—What effect, if any, will the new drivers' license restrictions have on the sale of new cars? This is a question that is floating up and down automobile "row" in this city.

At the last session of the Legislature a bill was passed making it necessary for every driver to pass an examination before he or she could drive an automobile. This law, it was understood, was to apply to only those purchasing cars after July 1. Action is now being taken to make it imperative that all those holding driver's license prior to July, 1925, take an examination the same as new applicants.

TEXAS REGISTRATIONS MAY REACH MILLION

Austin, Tex., Sept. 19.—Since the first of the year a total of 818,787 motor vehicles were registered in Texas, or about 19,000 more than for the whole of 1924. It is expected that total registrations for 1925 will reach 1,000,000, as there is usually heavy buying of automobiles and motor trucks during October, November and December. Automobiles registered up to September 15 numbered 549,500; motor buses 3,056; tractors 238; motor-cycles 2,480; commercial vehicles 78,254; transfers 183,359.

Building, just over the line in St. Paul. The new building is equipped with handsome and elaborate showrooms and every facility for use as a headquarters distributing point.

Washington, D. C., Sept. 19.—The Hoffman Motor Company, Washington distributor for the Rickenbacker car, has announced plans for extensive service in Virginia. In its wholesale development the Hoffman Company has obtained the services of C. A. Berry and J. C. Carylon, who are making a sweep through the state opening up new dealerships in every large city and town.

INSURANCE THRIVING 1924 REPORTS SHOW

Olympia, Wash., Sept. 19.—Total net premiums received on all classes of motor vehicle insurance written in the state of Washington during 1924 was \$4,412,187.01, according to H. O. Fishback, state insurance commissioner. Net losses for the year were \$1,897,305.70. Fire, theft and transportation premiums totaled \$1,707,667.47, with net losses of \$634,056.21. Automobile liability premiums were \$1,389,571.70, with losses of \$468,954.55. Property damage and collision premiums were \$1,283,915.40, with losses of \$774,889.23. Automobile embezzlement and confiscation premiums were \$26,932.44, with net losses of \$8,007.81. Other premiums totaled \$4,100, with losses of \$11,397.90.

BIG EMPLOYMENT GAINS

Toledo, Sept. 19 (U. T. P. S.).—Encouraging employment gains are reported in the automotive industries, and plants are again advertising for help. Fifty-two plants added 325 employees last week, with employment checks showing 24,533 at work, against 16,037 for the same week last year.

Star to Handle Own Contracts at 6 Per Cent Rate

Los Angeles, Cal., Sept. 19.—At a southern California Star dealers' meeting, held at the Biltmore Hotel recently, it was announced by H. W. Curtis of the Star organization that means would be taken by his concern against high interest charges for financing long-term purchasing contracts.

Under the new plan announced by the Star organization, long-term purchase contracts will be handled by the Star Motor Company of California on the basis of 6 per cent. Interest on unpaid balance, with no other handling charges with the exception of moderate insurance premium, which item is intended for the car buyer and finance company alike.

Arrangements were made by Mr. Curtis enabling all Star dealers in southern California to operate under this same low-interest plan.

OVERLAND DEALERS SET NEW MIAMI SALES RECORD

Miami, Fla., Sept. 18.—Willys-Overland dealers in Miami, Fla., hung up an unprecedented record in sales volume during the month of August, according to announcement at the Willys-Overland factory.

During the month the combined sales of the Miami-Overland Company and of the Pomeroy-Overland dealers in Miami, totaled more than \$387,000 on new cars alone, with a correspondingly large volume in used cars.

The Miami-Overland Company's business during the eighth month totaled \$219,000 worth of new Overland and Willys-Knight cars, while the Pomeroy organization's new car sales amounted to \$168,000 in volume.

USED CAR LOSS LAID TO DEALER

Individual Responsible For Loss or Gain on "Trade-Ins"

PEORIA, Ill., Sept. 19.—The individual dealer alone carries the responsibility in used-car dealings, and no group or organization can solve the problem by adopting plans or policies, A. R. Kroh, sales consultant and adviser of the National Automobile Dealers' Association, told 200 Illinois dealers at the state sales congress held recently under the auspices of the Peoria Automobile Dealers' Association. The dealer who has confidence in himself and adheres to an economically right and ethically sound principle will see his business grow and will not need worry about the banker or the sheriff, he said.

"A used car, he advised the Illinois dealers, is worth only what the public is willing to pay for it, and he urged them not to take into trade any car for which there is no demand. He fixed a 30-day supply as the limit for accumulated stocks of second-hand cars and declared that it is better to have new cars than old ones on your hands.

"The dealer can make as much money on the old car as he can on the new ones, if he knows his onions, and buys and sells on a business principle," he said. "If you trade in a car for \$200 and, at the end of a week sell it for the same amount, you will have lost 16 2/3 per cent. To make 10 per cent. profit on this car and cover the expense of reconditioning and general overhead, the car would have to bring \$315 on the resale.

for Economical Transportation



A Chevrolet salesman finds the factory always at his service, helping him to get business.

This effective sales cooperation, together with Chevrolets quality at low cost, makes selling Chevrolets a steady remunerative occupation.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.
Division of General Motors Corporation

Touring . . . \$525	Coupe . . . \$675	Commercial Chassis . . . \$425
Roadster . . . 525	Coach . . . 695	Express Truck Chassis . . 550
	Sedan . . . 775	

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

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Repeal Those Taxes!

IN a recent interview Henry Ford, a keen observer in such matters, remarked that every family is entitled to a motor car. "It is not an extravagance," the famous manufacturer declared, "a family needs an automobile."

With this view there will be few to dissent in this country. Our life is built on a motor vehicle basis, and the welfare of the nation demands that this basis be made all-embracing. When the entire life of the nation is motorized, we shall have reached the degree of efficiency that we demand.

One of the present obstacles to achieving a further motorization of our national life is the excise taxes on motor vehicles and parts. This is class taxation, which only stern necessity could justify. This necessity has passed and the law should be repealed. The finances of the country no longer require such bolstering as this special automobile tax.

At the forthcoming session of Congress a strong effort will be made to repeal the excise tax on motor vehicles. Automotive organizations in all parts of the country are getting behind the movement. Individual motor car owners are being urged to write their representatives in Congress to vote for repeal of the tax.

It is the plain duty of every man connected with the automotive industry not only to do his share, but to take the initiative in pressing home on our lawmakers the fact that motordom is weary of carrying burdens that have no longer the excuse of necessity. Work for the immediate repeal of the now needless excise tax on motor vehicles and parts.

The Racing Laboratory

THERE have been people who questioned the value of automobile racing. It is a man's game with a maximum of hazards, and it has claimed a good many lives. But these men died as martyrs of progress, because in the white hot crucible of racing our engineers have been able to prove many theories which it would have taken years to work out under ordinary conditions of service.

It is only a few years since it was considered axiomatic that size was synonymous with speed. The racing cars of those days had huge engines with tremendous piston capacity. Obviously this meant lack of economy and every other requisite for ordinary service.

Then the engineers began experimenting with engines of smaller piston capacity, and for the past few years racing cars in the classic meets have been limited to 122 cubic inches of piston displacement. And, strange to say, instead of the speed being reduced it has mounted. Next year the displacement had again been reduced, this time to 91½ cubic inches. Harry Miller, the famous racing engine builder of Los Angeles, predicts that within two years the smaller engine will break the records set by the 122-inch class.

And the lessons learned on the track are being translated into the commercial field, to the eternal benefit of car owners in the increased economy and efficiency of the engines that are being given them by the manufacturers.

Maybe Congress is waiting for the repayment of our foreign war loans before repealing the excise tax on motor vehicles?

We graciously decline to make the obvious comment on the case of the inventor who claims to have produced an engine that runs on compressed air.

The government announces that the average cost of operating a medium-priced car is seven cents to the mile. That is the mile, however, in which the car does not meet up with a seven-ton truck.

A South Dakota man recently discovered a swarm of bees in his Chevrolet sedan. Now he is probably boasting about his "sweet" engine.

Our Own Automotive Family Album

The Boyhood Days of Our Industry's Leaders

By Kessler



GEORGE E. DANIELS, VICE-PRESIDENT AND GENERAL MANAGER OF THE LOCOMOBILE COMPANY OF AMERICA, WAS A LAW STUDENT, TWENTY-FIVE YEARS AGO, AT HARVARD.

LONDON SEEKS TRAFFIC ORDER

Britain Loses Heavily as Result of Congestion, Authorities Say

London, Sept. 12 (U. T. P. S.)—The Ministry of Transport soon will introduce a bill in the House of Commons providing more drastic motor traffic regulations. In view of the large amount of space, daily allotted by British journals to the increase in motor accidents, the recommendations are being awaited with interest. These will cover the questions of age limits for the granting of licenses, physical fitness of applicants for driving licenses, identification of drivers, rules of the road, coding of driving signals, speed tests for drivers, and accidents.

It seems reasonably certain, also, that the design, weight and construction of motor vehicles will be considered.

Discussing traffic delays in London at a joint meeting of the Economics and Engineering sections of the Congress of the British Association at Southampton recently, Lieut. Col. Tudsbury, Ministry of Transport, said that in one case alone traffic delays were costing a London firm with a fleet of 50 auto-delivery wagons the equivalent of \$1,700 a week.

The present number of automotive vehicles registered in Britain is 979,000, of these 315,000 are private-use automobiles, 78,000 are autocabs, and 378,000 auto cycles. The heaviest traffic stream is at the "Elephant and Castle" in South London.

As an instance of traffic delay a lorry at the London docks took 26 minutes to travel two and a half miles. In another case 48 minutes was needed to travel five miles, 19 minutes being consumed by stoppages. The trouble is that London's main thoroughfares are too narrow. Main arteries should be 140 feet wide, yet Aldwych, the latest and best street improvement, is only 99 feet. Lord Montagu of Beaulieu, who took part in the discussion, suggested that it might pay commercial firms which were

Association News

Springfield, O., Sept. 19.—Members of the Springfield Automotive Trades Association enjoyed an outing recently at Bryan Park, near Clifton. The outing started with an auto parade of various cars handled by the members. Harold Binnig was chairman of the committee on arrangements. He was assisted by Harry Conover, L. P. Burnett, W. E. Stevens, George W. Higgins, James Speery, Don C. Smith and M. A. Wells.

Iaconia, N. H., Sept. 19.—The Automobile Dealers' Association of New Hampshire, at its annual meeting and outing at Lake Shore Park, elected the following officers: President, A. A. Pollard, Nashua; first vice-president, Fred H. Lovrin, Tilton; second vice-president, Hiram E. Weaver, Portsmouth; third vice-president, Fred Johnson, Concord; secretary and treasurer, George A. Dill, Manchester.

Harrisburg, Pa., Sept. 19.—The Pennsylvania Automotive Association, the state organization of motor car dealers, has completed arrangements with the State Highway Department whereby the association members may obtain better service in securing license tags for the cars they sell.

Los Angeles, Cal., Sept. 19.—The Automobile Club of Southern California announces that motorists who desire to tour Europe may now ship their private cars across seas at a saving of \$85 to \$150. All customs duties and driving license requirements of the foreign countries can be taken care of at cost prices by the club through its forwarding department.

Fort Wayne, Ind., Sept. 19.—The Fort Wayne Motor Club, a branch of the Hoosier State Automobile Association, is contemplating a new home. It is probable that the motor club will occupy part of the Fort Wayne Chamber of Commerce building when it is completed.

suffering great losses from traffic delays to contribute an annual amount to the government for the purpose of general road improvement. It was certain that the total cost of gasoline and time wasted through traffic delays amounted to millions of pounds in a year, he said.

BUSINESS GOING THROUGH CHANGE

Automobile Truck Has Part in National Transformation

New York, Sept. 21.—Business in the United States, principally because of the phenomenal development of national advertising, and the increased facilities of communication and transportation, is in process of a transformation which is so radically changing the trade structure as to be nothing short of a "commercial revolution," in the view of the National Industrial Conference Board.

The concomitant evolution of new business methods and tactics present problems to which public policy is slowly adapting itself, in the light of the Conference Board's comprehensive analysis of ten years' governmental regulation of competition, under the Clayton and Federal Trade Commission acts, in its study "Regulation of Competitive Practices," just completed.

Two factors stand out as significant in the changing picture of business evolution, according to the board's analysis: The waning importance of the personal factor in trade, and the shortening of the process of distribution. Where formerly goods were bought on inspection and by personal bargaining, nation-wide advertising has made possible the more direct purchasing, by specification, of standardized commodities at given prices without intermediaries. The manufacturer, brought nearer to his markets through nation-wide advertising, depends less on salesmen or jobbers, or even the retailers, and prompt deliveries by improved freight service and the auto truck make possible frequent ordering in smaller quantities, often referred to as "hand-to-mouth" buying.

The resulting quicker turnover on a larger scale has released much capital formerly tied up in jobbers' stores, the board's report indicates. But the new ways of doing business also have brought many new problems of readjustment and of regulation toward the solution of which the Federal Trade Commission's activity is directed, thus relieving the already crowded courts.

Financial News of the Automotive Industry

PACKARD NET OF \$11,000,000 SEEN

Company Ends Fiscal Year With Record Sales and Earnings

New York, Sept. 19.—The Packard Motor Car Company closed its fiscal year August 31 with the largest profits, greatest sales and most comfortable cash position of any year in its history. While final figures will not be available until October, it is understood net earnings of about \$11,000,000 will be shown, according to a Detroit dispatch to Dow, Jones & Co. This will approximate \$4.60 a share on 2,377,020 common shares of \$10 par outstanding, against \$1.54 a share for the preceding fiscal year and \$2.54 a share for the year ended August 31, 1923.

The coming report will give a first hint of what Packard's earning power is since it invaded the volume production field last January with an \$800 cut in prices. Profits for the year just closed were more than double those of the preceding year, but as the company did not actually hit its big stride until May the showing for the June, July, August quarter will give the best key to future earning power. On the basis of \$11,000,000 for the full fiscal year and deducting \$2,954,745 net for the first six months and \$3,299,383 net for the third quarter, profits for the fourth quarter would be \$4,745,128. This is at the annual rate of around \$19,000,000 or \$3 a share.

Sales More Than Doubled

Confidence in a continuance next year of this year's growth in sales has been fostered because, in spite of Packard's not joining in the price cutting, orders have continued to increase.

Sales in the fiscal year just closed will exceed \$100,000,000, against \$46,003,679 the preceding year, \$55,670,464 in 1923 and \$37,988,493 the 1922 fiscal year. Where 20,000 cars used to be a big year for Packard the prospects are that at least double that number will be turned out in a normal year.

Despite paying off preferred stock the company had slightly more cash at the end of the past year than at the start. Cash was \$15,652,833 August 31, 1924. Preferred stock totaling \$11,704,300 has been retired and cash dividends aggregating \$5,700,000 have been paid, yet cash August 31, 1925, approximated \$16,000,000.

Packard, like Chrysler and other popular motors, has gained in sales through the widening of its market by listing on the New York Stock Exchange. Motor executives who a few years ago swore at the Stock Exchange now swear by it. A widened stockholder interest plus free advertising, which follows stock listing, has brought in a new class of motor purchasers. Incidentally there is only one important producer in the district, exclusive of Ford, who has not capitalized the sales advantages of "selling Wall Street on the product."

A Record Quarter

A more graphic picture of the success which has followed Packard's invasion of the volume output field can be seen in the following table. Indications are that the company earned more in the three months ended August 31, 1925, than in the entire 1924 fiscal year.

Period	Net Available for Dividends	Per Share	Divs. Paid
Fiscal year—			
Aug. 31, '25	\$11,000,000	\$4.60	\$5,700,000
Quarter—			
Aug. 31, '25	4,745,128	2.22	...
May 31, '25	3,299,383	1.30	...
Six months—			
June 30, '25	2,954,745	1.08	...
Fiscal year—			
Aug. 31, '24	4,805,174	1.54	2,852,424
Fiscal year—			
Aug. 31, '23	7,081,879	2.54	2,459,871
Fiscal year—			
Aug. 31, '22	2,115,828	.90	None

Sales totals for last four fiscal years are as follows: 1925, estimated, \$100,000,000; 1924, \$46,003,679; 1923, \$55,670,464; 1922, \$37,988,493.

Steel Average Rises to \$50.90 a Ton

New York, Sept. 19.—Dow, Jones & Co.'s average of eight important iron and steel products advanced 6 cents this week to \$50.90 a gross ton, f. o. b. Pittsburgh. The increase was caused by an advance of 50 cents a ton in pig iron. This week's average is the first to register a gain since January 19, 1925. Following is a comparison of current prices with those of last week, the 1924 and 1923 high and low, the peak week during the 1920 boom, and the pre-war average:—

	Rails	Plate	Wire	Beams	Bars	Tin	Sheet	Pig	Average
Sept. 19, '25	\$42.00	\$42.00	\$42.00	\$42.00	\$42.00	\$42.00	\$42.00	\$42.00	\$42.00
Sept. 12, '25	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00
Sept. 5, '25	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00
Aug. 29, '25	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00
Aug. 22, '25	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00
Aug. 15, '25	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00
Aug. 8, '25	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00
Aug. 1, '25	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00
1921 to '22	28.00	34.18	41.56	34.54	33.31	82.58	25.51	17.50	37.11

Current Commodity Prices

New York, Sept. 19.—That the automotive industry is doing much for the steel and metal industry is indicated by the increasing business reported from all important centers. The orders placed for full-finished sheets for automobile bodies are the best in a year and a half, with the price stable at 4.25 cents a pound, Pittsburgh. Much of the good business in steel bars is due to purchases by the automobile builders. Bars are firming to 2 cents a pound, Pittsburgh, yet attractive tonnages are still bought at 1.90 cents. Pig iron prices continue to display strength.

The crude rubber market is being maintained firmly. Brokers are reporting increased buying activity from medium-size tire manufacturers, the inquiry running particularly to nearby positions. Sellers are not very free with their offerings. This is having the effect of stimulating the consumer demand. The London market continues to show a better tone.

An improvement in the export inquiry for gasoline is about the only development of consequence in the petroleum industry. Bulk United States Motor is still quoted at 11½ cents a gallon at local refineries, but there are indications that on a firm bid the price might be shaded.

STEEL PRODUCTS

	Semi-Finished—Gross Tons
Billets, reeling	\$35.00a26.00
Billets, forging	40.00a42.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.80a 1.90
Blue annealed sheets	2.25a 2.30
Black sheets	1.10a 1.20
Auto body	4.20a 4.25
Band	2.40a 2.50
Cold rolled strip	3.75a 3.80
Hot rolled strip	2.25a 2.30
Pig iron, basic	18.25a19.00
Eastern Pennsylvania	12.00a21.50

IRON AND STEEL SCRAP

	(Buying prices, f. o. b., New York.)
Heavy melting steel	\$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.00
No. 1 cast scrap	16.00a17.00

MILL PRODUCTS

	Base prices cents per pound, f. o. b. mill.
High brass sheets	19½a
Copper, in rolls	21½a
Zinc, spot, New York	8.10a 8.15
Lead, spot, New York	9.50a 9.52
Aluminum, virgin, 98a99%	27 a 28

SEAMLESS TUBING

High brass	23.75
Copper	24.75

RODS

High brass (round ½ to 2½ in.)	16½a
Copper rods, round	21½a

RUBBER MARKET

	Bid.	Asked.
Plantations—		
First latex crepe, spot	92	96
September	92	93
October	83	85
November-December	78	79
January-March	72	73
Ribbed smoked sheets, spot	92	93
September	92	93
October	83	84½
November-December	77	79
January-March	70	72
Para-Up-river, fine spot	—	71
do, coarse	—	59
Island, fine	—	59
do, coarse	—	35

SCRAP RUBBER

Inner tubes, No. 1	11 a 12
Inner tubes, No. 2	8 a 9
Inner tubes, No. 3	7 a 8
Tire, automobile, white, ton.	60.00a70.00
Mixed auto tires	40.00a45.00

OIL AND GASOLINE

Garages (steel barrels)	— a 17
Up-State New York	17 a 18
Single tank cars, delivered, New York	— a 12½

CRUDE PRICES AT WELLS

EASTERN—	
Penn. grade oil	—
in N.Y. Tran.	—
Co. lines	\$3.25
Bradford District oil in Nat. Tran.	3.15
Penn. grade oil in Nat. Tran.	3.05
Co. lines	3.05
Gaines grade oil in Nat. Tran.	—
Co. lines	2.70
Penn. grade oil in S. W. Pa.	—
Pipe lines	3.05
Penn. grade oil in Eureka P.	—
Line Co. lines	3.60
CENTRAL—	
Wooler	2.00
Lima	1.93
Indiana	1.88
Princeton	1.87
Tilinois	1.87
Waterloo, Ill.	1.00
Plymouth	1.40
Canadian	2.38

GOODYEAR OF CALIFORNIA

San Francisco, Sept. 19.—The Goodyear Rubber Company of California has declared a dividend of \$1.75 on account of 1925 accumulation on preferred, also the regular quarterly dividend of \$1.75 on the preferred, both payable October 15 to stock of record October 1.

GOODRICH MAKES IMPRESSIVE GAIN

With Possible Curtailment, Net Is Expected To Be \$15 or \$16

New York, Sept. 19.—While the operations of the B. F. Goodrich Company at Akron have been slightly curtailed of late in conformance with the general trend of the industry, which is at the moment more interested in lower raw material than in higher production, the daily output of rubber tire casings is still close to 25,000, with tubes close to 30,000.

In the first six months of this year Goodrich did a gross business of more than \$60,000,000, against some \$50,000,000 in the first half of 1924, says a dispatch to Dow, Jones & Co. In the ordinary course of events such a handsome increase in active times like the present would assure a big gain in turnover for the full year, spelling possibly \$150,000,000 for the twelve months—the biggest total since the 1920 figure of \$150,000,000—against actual \$100,817,000 for 1924.

Would End "Spring Dating"

But it is entirely likely that Goodrich will fall in line with the general informal agreement among the big tire producers, members of the Rubber Association, to abolish this year the so-called "spring dating." The purpose is to lower the demand for crude rubber in order to bring down the price. If this course is definitely adopted it will result in a material curtailment of tire production in the final months of the year.

"Spring dating" is the custom of shipping tires in December and January, sometimes as early as November, in large volume to dealers, with payments extending through the spring months of April, May and June. This arose from the desire of the big companies to sustain production through the cold months, to show a nice inventory position at the year end and to crowd profits into the following year. Crude rubber price exigencies now bid fair to wipe out this practice.

Hudson's Earnings Lift Motor Shares

New York, Sept. 19.—Publication of the Hudson Motor Car Company's earnings statement for the quarter ended August 31, showing a balance for the period of \$5.24 a share and net income for nine months equal to \$12.66 a share, gave further impetus to the forward movement in the motor shares this morning. Hudson's remarkably good showing was looked upon as an indication of the high rate of earnings enjoyed by other producers in the third quarter, and aggressive buying developed for shares of this class. General Motors forged into new high ground at 10½ while the best levels of the current movement were attained by Mack Trucks at 21½, White at 97 and Pierce-Arrow at 43. Accessory stocks followed the lead of the motor shares, under the lead of Stewart-Warner, which reached new high ground on the movement at 75. Rubber shares were also strengthened.

Eaton Axle Closes Another Big Contract

Cleveland, Sept. 19.—The Eaton Axle and Spring Company has closed a contract running to April 1, 1927, which will add \$3,000,000 to \$4,000,000 to the company's business for the period of the contract. The company recently closed a contract for Ruckstell axles for Ford cars which, the company estimates, will add \$3,000,000 to \$5,000,000 annually to its business.

Fageol Motors Report

San Francisco, Sept. 19.—President L. B. Bill of Fageol Motors Company of California reports net profit for eight months ended August 31 after taxes and depreciation of \$306,771, equal after preferred dividends to \$1.34 a share on the 198,696 shares of common. President Bill states book value of the \$10 par common is \$225 a share after allowance for the outstanding preferred.

GULF CUTS GASOLINE

Pittsburgh, Sept. 19.—The Gulf Refining Company has reduced the price of gasoline ½ cent a gallon, meeting the reduction of the Standard Oil Company of New Jersey.

EXPECT GREATER HARVESTER YIELD

Heavier Demand for Tractors Swells Company's Earnings

Chicago, Sept. 19.—With the International Harvester Company's common stock at a high of 138½ Friday, an increase of 42½ points from the low of 1925, attention is being directed to the greatly improved business of this company. The rise in the stock is primarily attributable, says Dow, Jones & Co., to the marked improvement in the prices the farmer is receiving for his products, allowing him to enter the market for new farm equipment. The country's farm machinery has been allowed to get into a worn-out and depleted condition, brought about by subnormal farm machinery purchases since 1920; and International Harvester can look forward to a steadily increasing business for the remainder of the year as well as in 1926.

The company's tractor sales are equalling their best records, production being considerably behind orders. In Europe business continues to improve. All European factories are operating, the German plant having been closed during the occupation of the Ruhr. Although the Russian factory was taken over by the Soviets in 1924, the company is doing some business in that country. Truck sales in the second half of the year are expected to show the same percentage of gain over 1924 as in the first six months, when the increase was 46 per cent.

The outlook for larger returns to Harvester's common stockholders is constantly brightening. In the past the company has been liberal in its reward to stockholders and with good profits in the current year on top of a fair 1923 and a profitable 1924, it may be that next year an increase in the common rate to \$7 will be in order. Net profits last year were \$13,037,395, or \$8.81 a share, on the outstanding 998,767 common shares, after preferred dividends.

Four Years Ago and Today

In 1921 there were 1400 USL Battery Service Stations.

Today there are 10,500 USL Service Stations and dealers.

In three months this year 1841 Battery Service Stations became USL distributors — more USL Stations than existed in 1921.

U. S. LIGHT & HEAT CORPORATION

NIAGARA FALLS, N. Y.

USL Pacific Coast Factory
Oakland, Calif.

USL Canadian Factory
Niagara Falls, Ontario

USL Australian Factory
Sydney, N. S. W.

storage **USL** batteries

ANNOUNCE NEW AUTO PATENTS

List Prepared by Federal Office Covers Hundreds of Devices

Special to the Automotive Daily News

Washington, Sept. 19.—Another long list of newly granted patents was made public today by the United States Patent Office and includes a wide variety of automotive accessories ranging from an accelerator attachment to an automatic windshield wiper. The list in part follows:—

Accelerator attachment, I. L. Allen; acetylene generator, J. K. E. Diffenderfer; air brake, C. R. Trotter; aircraft, C. S. Hall; apparatus for indicating the rate of turn of an airplane, P. W. Gray; internal-combustion engine for airplane, G. Fornaca.

Airship motor car, L. Merz; landing and starting carriage for airships, K. Arnstein; refining alloys, W. Friedrich; auto bumper, H. Williams, C. G. and B. M. Short; automobile chassis, F. Hamel; automobile jack, O. W. Wood; automobile parking device, J. K. E. Diffenderfer and V. P. and M. S. P. Williams; automobile radiator, A. Kleil; automobile signal, O. S. Pirkey.

Automobile signal, E. G. Weiler and A. C. Loyola; automobile spring, R. J. Hutchinson; automobile transmission mechanism, J. Bell; automobile windshield shade, K. C. Zemwall; automatic throttle valve control device, H. A. Lardner; brake lever, R. S. Plexico; hood and ignition lock, P. C. Pinkerton.

Side curtain, F. Mahood; automotive safety brake, S. G. Down; brake drum, J. R. Cantley; brake lock, J. L. Drohen; braking device, L. Fleischer; safety device, J. Singer; carburetor, M. Mallory and L. E. Seiverson; carburetor control, C. H. Morrell; clutch, A. J. Brown; clutch pedal attachment, H. R. Berry.

Cushion wheel, J. Rodgen and J. A. Anglada; driving mechanism, T. A. Peterson; dry cell, S. Apostoloff; engine, W. R. Eastin; engine crank case, E. Lanzarotti; Spina; engine fuel economizer, W. L. Scott; combined governor and fan mechanism for internal combustion engines, B. W. Keese; dual magneto ignition system for gas engines, F. W. Andrew; extra air valve for internal combustion engines, R. E. Burch; ignition system for internal combustion engines, M. Mallory and L. E. Seiverson; flying machine, W. Brown; flying machine covering, H. Junkers; fuse plug, W. O. Besaw.

Multiple fuse plug, N. M. Stephenson; renewable fuse, A. F. Damm; self-oiling bearing, B. A. Garrett; worm gears, K. J. Bostock and S. Bramley-Moore; automobile headlight, E. G. Lewis; headlight reflector, A. G. Gillett, J. Brooks and J. Dean; turning device for headlight, W. M. Thomas.

Anti-glare device for headlights, E. J. Lehr; ignition apparatus, A. V. Fellet; jack, I. S. Mosher; jack and pump combined, H. H. Morgan; spotlight, H. H. Moreton; lubricating device, C. T. Bradshaw; H. Broadwell and A. R. Lopez; motor control system, W. N. Motter; motor meter, J. V. Blumauer; motor starter, alternating current, W. E. Paul; non-skid mechanism, C. A. Kerling and J. L. Dayton.

Oil burner, A. W. Terry; wiper for oil gauge rods, E. L. Rix and A. G. Sawin; means for burning oil, G. S. Clyde; refining oil, J. M. Ballou; apparatus for cracking or converting oils, O. P. Amend; packing gauge, C. E. Reeves; packing pump, C. P. Williams; liquid preparation for removing paint, W. J. Tannis.

Piston, A. Deans and H. B. Stansbury; piston construction, E. W. Nagel and H. G. Zehner; piston ring, A. E. Courtot; semaphore for automobile and like traffic, C. Taylor; shock absorber cable, W. L. Bruner; shock-absorbing and snubbing device, H. A. Walsh; automatic shocker, W. L. Meink; signal station, J. O. Cadieux; signal system, D. M. Kennedy and M. L. Nelson; spark intensifier, J. W. Manley.

Speed control equipment, C. C. Farmer, T. H. Thomas, N. Wilkinson and S. A. Stage; steering wheel, C. W. Beck; storage battery, O. R. Blatte; relief valve for storage tanks, W. H. Elliott; apparatus for making tire beads, H. A. Denmore; tire carrier, H. P. Mowrer, J. G. Perrin, D. H. Waters and E. W. Steiner; tire-inflating apparatus, C. C. Smith; tire mold, T. Midgley; tire, B. Darley; tire, G. Hadrich; machine and method of making tires, R. B. Calcutt; tractor, J. F. M. Patten; garden tractor, W. U. Smith; cultivator attachment for tractors, J. W. Liedorff; stalk cutting attachment for tractors, W. R. Newton; trailer, W. A.

Australians Use Gas Rail Coaches

Philadelphia, Sept. 19.—South Australian Railways has placed an order with J. G. Brill Company for twenty-five gasoline rail cars designed for steam railroads on which passenger traffic is light. Orders for more than sixty cars of this type have been received from domestic and foreign railroads.

The company has designed a gas-electric car for the transportation of passengers. It has 250 horse power. The Pennsylvania Railroad has ordered 3, Reading 1, Boston & Maine 3, New York, Ontario & Western 2, and Lehigh & New England 1.

ESTABLISH PLANE ROUTE OVER CENTRAL AMERICA

Washington, D. C., Sept. 16.—

Two twelve-passenger seaplanes of the Scadta Company have completed the first part of a trial flight from Barranquilla, Colombia, through Central America to Havana and Key West, according to reports to the Department of Commerce for Colombia and Colon. The Scadta company has been operating up the Magdalena River to Girardot and Neiva, a distance of about 860 miles, for the past three years, maintaining an efficient service and earning considerable profit.

The proposed service to Key West is from Barranquilla to Colon and Port Limon, Costa Rica, thence across the Nicaragua lakes to Managua, and up the west coast to Amapala and Acajutla and San Jose, Guatemala.

AUTOMOTIVES PART OF EGYPT'S EXHIBITION

Cairo, Egypt, Sept. 8 (U. T. P. S., By Mail).—An agricultural and industrial exhibition is to be held at Cairo February 20 to March 6, inclusive. There will be groups comprising engines and motors, agricultural machinery and transport for agricultural produce. Prospective exhibitors must make applications before October 15 to the director, Royal Agricultural Society, P. O. B. No. 63, Cairo, Egypt.

PRaises BALLOON TIRE

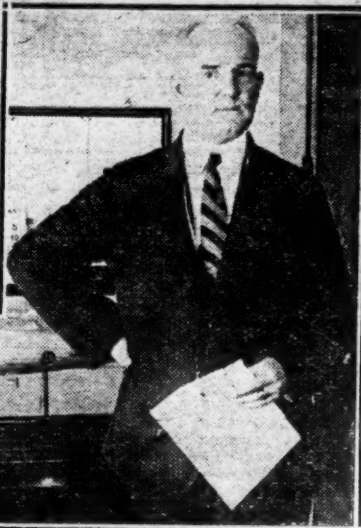
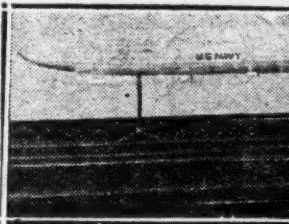
Spokane, Wash., Sept. 19.—J. P. Maider of Akron, development engineer of the Goodyear Tire and Rubber Company, who is visiting friends in Spokane, says that balloon tires are fully as serviceable as any high-pressure tire on the market. He said they will have as large a mileage as any cord tire and increase the riding quality of any car on which they are used.

Kysor; vehicle bumper, J. B. Collins; vehicle control mechanism, H. D. Hukill and S. G. Down.

Vehicle direction indicator, M. G. Brown; vehicle frame, E. H. Remus; vehicle heater, J. B. Francisco; wheel fender, S. Orioka; machine for boring wheels and rims, W. R. Edwards and H. W. Kranz; support for carrying spare wheels or rims on motor cars, C. V. Miles; windshield and fitting, J. R. Oishei; windshield cleaner, T. A. Kennedy; automatic windshield wiper, C. R. Locklin.

WILL DEFEND NAVY—

Admiral William A. Moffett, who recently answered charges made by Col. Mitchell after the Shenandoah crash, will probably testify before President Coolidge's board of inquiry sitting in Washington. Beside him is a model of the ill fated ship.



Airplane News

MC-2 PLANS READY

Detroit, Sept. 19.—Complete plans and a proposal for the construction of the MC-2, an all metal airship of the type developed by the Aircraft Development Corporation Derol, in collaboration with Henry Ford's engineers, will be submitted to Washington. This announcement follows the recent conference at Washington, attended by Secretary of the Navy Wilbur, Carl B. Fritzsche, William B. Stout and William B. Mayo, representing Detroit airplane interests. Ralph H. Upson is the designer of the MC-2 type of airship, which is the result of three years experimentation. The ship will cost approximately \$300,000.

REFUEL WHILE FLYING

Croydon, Eng., Sept. 19 (U. T. P. S.).—Recently successful experiments were made in the United States in refueling planes in flight with gasoline by means of a pipe from an accompanying plane. At Farnborough the British Royal Aircraft Establishment have proved it possible to recharge the tanks of an airplane flying at 100 miles an hour by coupling the craft under a tanker plane specially sent up for the purpose. It is believed that by establishing stations as bases for tanker planes non-stop flights over great distances will be possible by mail planes in the near future.

FAVOR SOLAR CODE

Minneapolis, Sept. 19 (U. T. P. S.).—The American Astronomical Association, following its session here, has announced in favor of an international solar code which will provide weather bureaus with advance information of meteorological disturbances and which, it is thought, will go a long way toward reducing likelihood of such as the Shenandoah disaster. The code, it was explained, will be based upon the theory that the sun is the best known indicator of weather conditions, and will consist of a series of numerical symbols which will provide weather observers with

warnings of coming or probable disturbance.

GOVERNOR "HOPS OFF"

Hartford, Conn., Sept. 19.—Gov. John H. Trumbull finds the airplane a convenient method of transportation, and yesterday afternoon flew to the summer home of United States Senator Hiram Bingham, at Salem. His excellency had planned to take out his new cream-colored plane, but it was not ready in time for the flight, so the governor made the run in a service Jenney with Major Talbot H. Freeman of the 118th Observation Squadron as pilot.

HERE'S QUICK ACTION

Cleveland, O., Sept. 19.—A Ford monoplane left the Ford factory in Detroit one day last week at 12.25 p. m. It flew to Cleveland, where it was met by a plane from Stow Field and at 2.35, just two hours and ten minutes later, arrived at Stow Field with the shipment of parts. A. L. Homeir and M. M. Whorley, of the Homeir-Whorley Motor Co., East Akron, Ford dealers, chartered the plane and flew in it with C. W. Everett, pilot, to the municipal flying field, Cleveland. Exactly one hour was consumed from the time they hopped off at Stow Field until they returned. Twenty minutes later a truck arrived in Akron with the parts.

AKRON SEEKS AIR MAIL

Akron, O., Sept. 19.—"Akron will not have an aerial mail service until it gets an adequate field with plenty of facilities," is the opinion of V. R. Jacobs of the Goodyear Aeronautic Company. "A Cleveland-Columbus-Cincinnati route has been proposed and should this pass, Akron will probably get air service," he said. According to post office officials, it is only a question of time until Akron is placed on some route. At the present time air mail is taken by train to Cleveland and there dispatched on the transcontinental planes.

DELAY AIR CIRCUS

McKeesport, Pa., Sept. 19.—Lengthening of the air meet program which will be given at the Pittsburgh-McKeesport Air Port from two to three days and a change in the starting date from October 2 to October 16, was announced today by the American Legion committee in charge. The change was authorized in order to have planes which are taking part in the national races in New York on October 8, 9 and 10, participate.

NEW MAIL TERMINAL

St. Paul, Sept. 19.—The National Air Transportation Company will establish an air mail terminal in St. Paul and bid as a private carrier on the Chicago-St. Paul air mail, Col. L. H. Brittin, St. Paul industrial promoter announced here in a telegram from Washington. Col. Brittin said the service will put St. Paul practically as close to New York in a business sense as Chicago.

ACCESSORY MEN REPORT GAINS

Grand Rapids Dealers Say Sales Are Ahead Of Last Year

Grand Rapids, Mich., Sept. 19.—Accessory dealers in Grand Rapids report the present year to date is from 10 to 15 per cent. ahead of last year in sales totals, and is easily the best year in local accessory history.

Sales from wholesale concerns indicate there will be some further improvement this fall which will bring the total for some accessory stores to perhaps 20 per cent. ahead of last year. Week to week business at present is steady, with tendency to gain.

The recent announcement of new cars caused a slight slackening in accessory sales in this district, dealers pointing out that a large percentage of their sales are to equip new cars on which some equipment has been left off due to recent price cutting.

While general business is good, certain items are reported to be going exceptionally well, among them being piston rings, spark plugs, bumpers, motometers, top and curtain material and shock absorbers. The spark plug increase is said to have resulted from education of the owner that new plugs increase car efficiency.

Stocks being carried in this vicinity vary between 500 and 1,000 items, and, it is reported by wholesalers the dealers are constantly merchandising more intelligently. Sales are moving stock rapidly and keen competition is helping these sales through intensive advertising.

In recent months several firms have purchased new steel display shelving which is said to be aiding sales.

Wilson Foundry Opens Huge Plant

Pontiac, Mich., Sept. 19.—Official dedication of the new building which represents a \$2,000,000 expansion program at the Wilson Foundry and Machine Company proved an overwhelming success when 22,000 people attended a gigantic ball given in the main room of the new wing.

John N. Willys came from New York city to participate in the ceremonies marking the opening of this new unit of the Wilson foundry, which manufactures all the Willys-Overland and Willys-Knight motors. The ceremonies were held in a room 400x100 feet, clear of all posts, in which machinery soon will be installed for increasing Wilson production.

Employment at this plant now is running around 4,800 men, and when the machinery has been installed to complete operations, according to D. R. Wilson, general manager, the plant will use more than 6,000 employees.

ORGANIZE COMPANY TO MAKE NEW TRANSMISSION

San Francisco, Sept. 19 (U. T. P. S.).—A new transmission for motor vehicles by the use of which, according to the inventor, it is possible to change gears without throwing out the clutch and thus dropping the load, is soon to be put on the market. The device is the invention of John Patterson of Oakland and a company is in the process of formation to exploit it throughout the United States and Canada.

Not only does the new gear shift enable the driver to go from one speed to another without getting into neutral, its inventor says, but it is operated by a lever on the steering wheel in the same manner that gas and spark are controlled, using crank-case oil pressure to do the work ordinarily done by hand in the standard gear shift.

Continental quality is the result of stringent standards of design, materials and workmanship dictated by the widest specialized experience in motor building.

Continental Motors Corporation

Offices: Detroit, Mich., U. S. A. Factories: Detroit and Muskegon
The Largest Exclusive Motor Manufacturer in the World

Standard Oil Markets New Anti-Knock Gasoline

Special to the Automotive Daily News
WASHINGTON, D. C., Sept. 19.—Standard Oil Company of New Jersey has started marketing a new anti-knock gasoline, which sells at 3 cents premium above regular gasoline. Distribution is being made in Baltimore, Md., and Washington, D. C., and will shortly be extended to points like Fredericksburg and Hagerstown, Md., and Norfolk, Va.

Later the sale of this new fuel will be extended to the rest of the New Jersey company's domestic territory, which runs along the Atlantic coast south of New York to Georgia, excepting Pennsylvania and Delaware. Next week sale of the new fuel will be started in New Jersey, in Newark and Jersey City.

On the first day's business in Baltimore alone, on last Saturday, the company's service stations sold the new gas to more than 3,550 motorists. Since the new fuel is not mixed with straight gasoline in automobiles, this was a large number of cars to serve in one day, as each represented an empty tank.

The new gasoline was developed at the Bayway laboratories of the New Jersey company by its development department. It is made from a crude oil from one of the California fields, with change in refining practice, to which is added a plain coloring to give it a red shade, only to distinguish it from the usual gasoline. Further to distinguish the fuel the company has installed aluminum-coated pumps at its stations.

Development of the anti-knock fuel is in response to a demand for a gasoline of this type at many localities in the company's territory, particularly around Baltimore, because of the hills. Furthermore, the Baltimore district had become accustomed to this type of fuel because of the rather common practice there of mixing gasoline with benzol, accessible from nearby by-product plants, to give it anti-knock qualities. A premium of 5 cents a gallon was paid for benzol-gasoline and New Jersey sold quite a little of it. However, the supply of benzol was not sufficient to permit any wide distribution of this mixture.

N.G.D.A. Drives for New Jersey Sales

Newark, N. J., Sept. 19.—Erection throughout New Jersey of 1,000 metal signs urging motorists of that state to patronize gasoline dealers who are members of the National Gasoline Dealers' Association was begun this week. The placing of these signs was under the direction of T. P. McKee, head of the association. At the same time elaborate colored signs for dealers who are members of the association were distributed.

The advertising signs, which were placed along the more important highways, point out to the passing motorist that members of the association offer, besides gasoline and oil, "courtesy, integrity, quality and service."

LIGHT ON TRAFFIC

Detroit, Sept. 19.—Members of Mayor Smith's Traffic Committee and traffic officials of the Police Department were addressed here yesterday by C. A. B. Halverson, Jr., and J. G. Regan. Mr. Halverson is the head designing engineer of the steel lighting department of the General Electric Company plant at Lynn, Mass., and Mr. Regan is connected with the engineering department of the same plant. The session dealt with the relation of proper electrical lighting of streets to safety traffic.

New Accessories

S. O. S. Jr. Horn

A new addition to the line of the Sparks-Withington Company, Jackson, Mich., is the S. O. S. Jr. horn. It is modeled after the larger Sparton S. O. S., and is of the magnetic oscillating type, giving a distinctive and harmonious signal. It is similar in shape to the original S. O. S. model, although smaller, and is finished in satin black enamel. Brackets are provided to permit its installation on any make of car. Length, 13 inches; weight, including bracket, four pounds; list price, \$13.50.



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Best Ever Rim Tool

A new rim tool has been put on the market by the Losee Motor Products Company, Hebron, Ill. It breaks, shrinks and expands all makes of balloon and high-pressure tire rims. The tool is said to be simple in construction and strongly built. It folds up compactly so that it can be placed in



the ordinary tool box. Every pound of pressure on the lever handle produces 12 pounds pull on the rim.

Its use is claimed to greatly simplify tire changing. The operation consists in simply placing the three hooks on the rim and pulling the lever over until it locks. Weight is seven pounds and list price \$5.

Los Angeles, Sept. 19.—Production has just started here on the Planator axle for Ford cars. The Planator is the invention of C. E. Starr, who also invented the Ruckstell axle. The Planator is a gear reduction unit for planetary transmissions. Harry A. Miller, famous race car designer and builder, is consulting engineer for the Planator. He is also vice-president of the axle company, C. E. Starr being president.

Kokomo, Ind., Sept. 19.—The engineering department of the Kokomo Automotive Manufacturing Company announces that its product, the Kokomo checker, may be installed on the new model Ford cars with the same ease and convenience as on former models. The installation does not necessitate changing or removing any Ford parts. It is pointed out, and the springs are permitted to function normally when compressed.

Atlanta, Ga., Sept. 19.—In the automobile accessory field, sales in August are reported by the three largest distributors in Atlanta at approximately 15 to 20 per cent. heavier than in August last year, while parts replacement sales in August ran about 20 to 25 per cent. better than last year. It is now practically certain that both accessory and parts business for Atlanta jobbers will be the largest automotive business in the Southern territory this year in the history of the territory.

TOLEDO PLANTS SHOW BIG GAIN

Employment in Week
Advances by 1,014
In 51 Shops

Toledo, O., Sept. 19.—Automotive plants here are showing effects of a steady increase in business and employment in Toledo plants took an increase of 1,014 for the week, according to the report of fifty-one plants published by the Merchants and Manufacturers Association today. The total now is 25,547 employees as compared with 16,286 a year ago. Employment now tops the fall of 1923.

Willys-Overland put on about 500 employees in the week and Electric Auto-Lite, Bock Bearing and several other automotive plants shared in the gains. President John N. Willys declares orders from distributors show that the company can sell all the cars it can turn out in the next sixty days. The big plant is now about up to capacity. October schedules are being prepared for 26,000 cars.

Power output here has reached new high levels in the last three days, indicating the broad scope of the gains in industry.

Airplane and Sedan Crash, No One Hurt

Grand Forks, N. D., Sept. 19.—Ole Engen of Penn, N. D., was driving peacefully in a sedan along the road near Devils Lake yesterday, when a shadow darkened his path. Looking up quickly, Engen saw an airplane swooping down upon him with the motor quiet. Stepping on the gas, he tried to avoid his first crash with a flying machine, but failed. Chet Jacobson of Minot, the pilot, escaped unhurt, but one wing of his plane was demolished. Engen escaped injury, too, but was decidedly weak for a few moments from the fright. The sedan was slightly damaged. It was the first airplane-automobile collision in this state.

HAVOLINE OIL CO. FORMS CONCERN AT NASHVILLE

Nashville, Tenn., Sept. 19 (U. T. P. S.).—Formation of the Havoline Oil Co., at Nashville, as distributors in the middle Tennessee territory of the Havoline line of greases and oils, has been announced. The company was established by R. L. Sawyer and Edgar Camp, both of whom were identified with the Indian Refining Co., former manufacturers of Havoline, for about 15 years, prior to the purchase of the business recently by the Pan-American.

Chemists to Urge More Oil Economy

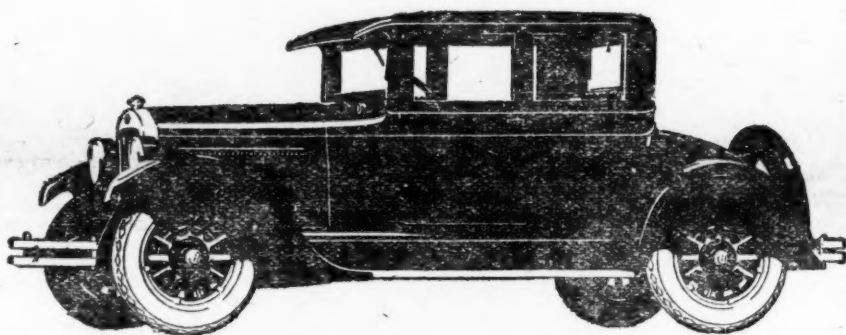
New York, Sept. 19.—U. T. P. S.).—The American Chemical Society announces an interstate symposium on motor fuel and oil conservation to be held in New York for four days, September 29, October 3. New York, New Jersey, New England and Pennsylvania will participate, listening to addresses by representatives of the Federal government and prominent industries.

United States Senator Wadsworth will speak at a banquet to be held at the Roosevelt Hotel, Thursday evening, October 1. Dr. Charles H. Herty, of New York, president of the Synthetic Organic Chemical Manufacturers' Association, will preside.

POSTPONE GREEK SHOW

Athens, Sept. 17 (U. T. P. S.).—Because prospective exhibitors have had little time to make arrangements, the Salonika, Greece, international fair has been postponed, probably until next spring.

Eliminates Carbon Monoxide
Juhasz Carbureters
(30 Days' Free Trial)
Write—Desirable Territory Open.
250 West 49th St.
New York



The car any good dealer can sell
to the men who really know fine
cars and superfine performance.
After that, the car itself more than
keeps them sold.

HUPMOBILE EIGHT

HUPP MOTOR CAR CORPORATION
DETROIT, MICHIGAN

M'CORD OUTPUT STIMULATED BY HEAVY DEMAND

Indications Point to
Record Production
From Now On

DETROIT, Sept. 19.—President indications point to record production in the McCord Radiator and Manufacturing Company for the balance of the year and the early part of 1926. In fact, officials do not hesitate to predict an output far in excess of previous years.

The McCord organization, one of the pioneers in the automobile radiator business, is now going full tilt in production, and numbers among its customers many of the leading automobile and truck manufacturers.

Besides radiators, the company is a large producer of gaskets, both cellular and tubular, and is also a large-scale manufacturer of force-feed lubricators for oil field machinery and other industrial equipment.

While the principal plant is located in Detroit, other plants are located at Wyandotte, Mich.; Plymouth, Ind., and Walkerville, Ont. At present the company has about 1,500 employees on its payrolls in all plants, with approximately 1,100 at Detroit.

The Detroit plant covers about thirteen acres of ground. Early last spring the radiator business of the National Radiator and Manufacturing Company was purchased by the McCord interests and the machinery moved to the McCord plant.

In the latter, a general overhauling and rearrangement of plant interior have been under way for several weeks, in order to make room for this additional equipment and to provide for its efficient functioning. When pres-

SPEEDING PRODUCTION—Upper view shows final inspection department in the Wyandotte, Mich., plant of the McCord Radiator and Manufacturing Company. Lower presents view of machine operation in the gasket plant.



ent plans are in operation, the factory will be on a highly developed scheme of progressive production which it is expected will result in an increased output and great saving of time in operation. These have been made necessary by the continued growth in all branches of the company's business. Many new and large contracts have been undertaken for the last six months of 1925.

McCord copper-asbestos gaskets are now standard equipment on many of the automobiles and trucks. The company also makes cork gaskets for tubular radiators and replacement cores for replacements. These are sold mainly through jobbers, who also handle a large business in the cellular and tubular copper-asbestos gaskets.

A. C. McCord, president of the company, began the manufacture of radiators as far back as 1899, when the automotive industry was an infant, in every sense of the word. His inventive genius, particularly in the gasket field, was early recognized, and when the Ford Motor Company was making its humble beginning at the corner of Fort and Beaubien Streets the McCord organization was in shape to take care of the Ford requirements. Today there is in the possession of Mr. McCord a letter written by the Ford organization in 1905, in which the latter orders a supply of twelve gaskets a day.

here returning to work daily, the full force of 1,000 men is expected to be back at work by the first of next week, according to the announcement today of P. L. Holt, assistant manager. The average daily production now is 175 cars, all of which are the new improved Model T.

FORD WORKERS RETURN TO DES MOINES FACTORY

Des Moines, Ia., Sept. 19.—With scores of employees in the manufacturing and assembling departments of the Ford Motor Company

Business Is Good, Says D. H. Kelly to Battery Mfrs.

(Continued from Page 1)

the tax. We already have the written agreement of several presidents of automobile manufacturing companies to this proposal.

"The treasury surplus is a good thing for a business enterprise, but a bad thing for the government. Whenever the government has a surplus it will find plenty of ways to use it. We feel that the logical purpose to which the surplus should be put is tax reduction."

Mr. Reeves pointed out that every case of taxpayers who went to court to appeal for suspension of the tax has been won by the taxpayer, except for a few who had no case at all, and who, it was generally recognized, should never have brought the matter up before the court. He urged that the National Battery Manufacturers' Association prepare a test case and bring it to trial, and recommended that the association as a whole share in the expense, as all would benefit, and not merely the manufacturer who presented the case.

Mr. Reeves said that occasionally officials at Washington would point out that the automotive industries are making money, and that they should, therefore, not complain at the tax. Mr. Reeves's

reply to such statements was invariably:—

"So would every industry make money, if it did what we do. We are giving the public more for their money than they were getting in 1913, and better quality besides. In terms of the 1913 dollar we are giving the public \$1.11 worth of cars for their dollar, \$1.03 worth of gasoline for their dollar and \$1.16 worth of tires for their dollar. This is in face of the fact that the general cost of living has gone up in the ratio of \$1 to \$1.63, comparing the 1925 and the 1913 dollar."

Speaking of the desirability of a vigorous onslaught upon the excise tax, Mr. Reeves pointed out that last year the automobile industry paid a 5 per cent. tax, amounting to \$93,000,000. The truck industry paid a 3 per cent. tax (on trucks costing over \$1,000, amounting to \$7,500,000. The parts industry paid a 2 1/2 per cent. tax amounting to \$22,000,000.

Tomorrow a meeting of representatives of the automotive and allied industries will be held at Washington, D. C., at the N. A. C. C. headquarters, to discuss ways and means for excise reduction or elimination. George M. Graham, vice-president of the Chandler company and member of the N. A. C. C. tax committee, is expected to preside.

but "hope to increase this amount in the near future."

Several departments of the McCord plant are being operated on night shift, in order to care for the increase in business. Officials say that there is no sign of a let-up in demand and they believe that business will continue good for some time.

A. C. McCord is president of the company; C. R. Hammer is general manager; and P. L. Barter is vice-president in charge of sales.

Prisoners Make Iowa Motor Tags

Des Moines, Ia., Sept. 19.—Manufacture of auto license plates by prison labor is successful, according to the board of control, which last week announced completion at Anamosa of 1,500,000 tags for 1926. The success of the venture is being quoted by control board officials as proof that the state can profitably engage in manufacturing of numerous articles.

The plates were turned out between May and September and will be in the hands of county officials by October. The board has already asked the state executive council to call for bids for the 1927 license plates that it may get its force busy on the job and avoid a period of idleness.

DEAF AUTOISTS DECLARE THEY ARE BEST DRIVERS

Columbus, O., Sept. 19.—Deaf people in Ohio declare they are better automobile drivers than those who possess their faculty of hearing.

From twenty states came deaf persons to attend the meeting of the alumni of the State School for the Deaf. Many of them drove some very powerful machines. They had no accidents and they declared this was due to the great care they exercise. The deaf people are opposed to any change in laws that would bar the deaf from operating automobiles. The cars of many of the deaf are equipped with mirrors so they can see all around them.

GREECE IN GOOD SHAPE

Washington, D. C., Sept. 19.—Most of the local importers in Greece of the more popular American cars here say they are not especially hard hit for the present, as they either have advance stocks ordered, or in warehouse prior to July 28 or else hope to be able to avoid the regulations.

LARGE CANADA EXPORTS

Montreal, Sept. 19.—Canada's exports during 1924 included 12,772 motor trucks, 43,833 passenger automobiles and parts valued at \$4,992,049, giving an aggregate value of \$31,501,442, according to the Bureau of Statistics.

AUTOMOBILE MARKET IN BRITAIN HOLDS STEADY

Washington, D. C., Sept. 19.—General market conditions are good in the United Kingdom, for automotive products and sales are well maintained. Producers of light cars and motorcycles have done especially well. Slight falling off of production is seen in Coventry and other centers at the end of the month, as manufacturers are preparing for the October show. The commercial vehicle show, November 1, is expected to stimulate sales in view of bus and coach developments and interest throughout the country since the last commercial show two years ago.



EXCISE TAXES ON AUTOS DECREASE

Washington, D. C., Sept. 19.—Excise taxes on automobiles, trucks and accessories decreased from \$158,014,709 to \$124,686,745 in the last fiscal year, according to figures made public yesterday by the Bureau of Internal Revenue. The distribution by collection districts reporting the seven largest collections from the tax on automobiles, etc., is as follows:—

In a supplemental statement it is shown that taxes on automobile trucks and wagons in June amounted to \$959,334, as against \$916,908 in June, 1924. Taxes on other automobiles and motorcycles for the same month this year amounted to \$11,505,579, as against \$8,424,931 in the same month a year ago.

ELIMINATE DISTRIBUTORS

Chicago, Sept. 17.—Case car dealers in Chicago will hereafter transact business directly with the J. I. Case Threshing Machine Company at Racine. It has been decided, with the retirement of the Louis Geyler Company, to contract direct rather than through a distributor.

MASS. IS CAR LEADER

Boston, Sept. 19 (U. T. P. S.).—Massachusetts leads the six states of New England with 557,320 motor cars and 87,015 trucks out of a total registration of 1,047,471 motor cars and 163,347 trucks.

August Car Productions 221,756—Trucks 37,643

(Special to Automotive Daily News)
Washington, D. C., Sept. 19.—The Department of Commerce today announced August production of motor vehicles as 221,756 passenger cars and 37,643 trucks, of which 214,336 passenger cars and 36,207 trucks were made in the United States and 7,430 passenger cars and 1,436 trucks were produced in Canada.

The table below is based on figures received from 183 manufacturers for recent months, seventy-three making passenger cars and 123 making trucks, eighteen making both passenger cars and trucks. Data for earlier month include sixty-five additional manufacturers now out of business, while June data for twenty-four small firms were not received in time for inclusion in this report. Figures on truck production also include fire apparatus, street sweepers and buses.

NUMBER OF MACHINES					
PASSENGER CARS			TRUCKS		
	Total	U. S.		Total	U. S.
January	212,921	204,620	Canada	28,141	25,576
February	252,803	242,024		34,410	32,717
March	322,154	319,149		46,098	43,009
April	391,302	378,787		47,822	46,247
May	352,714	344,363		42,303	41,415
June	364,896	350,547		43,048	41,194
July	367,837	347,365		41,748	39,968
August	221,756	214,324		37,643	36,207
8 months	2,516,339	2,418,183		316,243	302,293
x—Revised.					

FORD PLANS TO SHIP BY BARGE

Fleet Will Be Built to
Supply Green Island
Plant

Coboes, N. Y., Sept. 19.—Announcement was made today by the Ford Motor Company at Green Island that the company has plans under way for building a fleet of barges for carrying freight shipments to the Green Island plant from the main plant at Detroit. The Ford Company plans to use the Barge Canal almost exclusively in shipments of freight from the Green Island plant, according to the management.

Leon F. Tholl, superintendent at the Green Island plant, said that 200 tons are shipped daily from the Detroit plant to Green Island and these shipments will soon be carried by the Barge Canal route. "We believe this freight could be shipped cheaper by barges," said Mr. Tholl.

The Ford Co. now uses a side line on the D. & H. R. R. Co. tracks in getting its goods to the Green Island plant and it is expected that the new water route will not only prove more economical, but will facilitate shipments, as the plant is constructed directly along the new waterway.

Nebraska Gains \$1,000,000 From Gas

Lincoln, Neb., Sept. 19.—Nebraska's gasoline tax, imposed last April, will amount to nearly \$5,000,000 in two years, according to estimates made this week on a basis of the first five months' operation. The figure thus far has exceeded \$1,000,000 and oil men say that the peak of the annual income will not be reached until October, with every prospect of a yearly revenue amounting to \$2,500,000, which is \$500,000 in excess of the legislators' estimates at the time the bill was discussed. April collections were nearly \$200,000; May, \$236,000; June, \$245,000; July, \$286,000, and August, figures, not officially compiled, will push the total far beyond \$1,000,000. All the money goes into the state highway construction maintenance fund, with 30 per cent. of auto license fees and Federal aid quotas.

LATVIA HAS FLYING LAW

Riga, Sept. 19 (U. T. P. S.).—The Latvian Government has issued regulations concerning air traffic in and over the country. All flying machines on arrival or departure must land for customs examination.

JUNIOR EIGHT FOR ENGLAND

London, Sept. 19 (U. T. P. S.).—The range of American models available in this country is to be supplemented by the addition of the Junior Eight Locomobiles, which is to be marketed by Durant Motors, Ltd.

JULY SHIPMENTS OF TIRES REACH 1,434,981 TOTAL

Drop Slightly Under June's Business— Figures Given

NEW YORK, Sept. 19.—For the first time since the introduction of the balloon type of casing, shipments in July failed to establish a new record high. During the month 1,434,981 tires were shipped, against 1,573,062 in June and 393,132 in July, 1924, according to statistics compiled by the Rubber Association of America, representing 75 per cent. of the rubber and tire industry.

As in the previous month production declined in July, totaling 1,561,806, compared with 1,729,121 in the previous month and 365,213 in July a year ago. Inventories on July 31 were at the record high. They amounted to 1,654,620, or about 1.1 months' supply based on these figures. At the end of June inventories totaled 1,527,684. On July 31, 1924, they were only 715,844.

In July shipments of high-pressure pneumatic casings, cord and fabric exceeded production by 659,660. The decline in cord shipments was greater than in fabric shipments compared with the previous month. Deliveries of both types in July totaled 3,288,450, against 3,479,467 in June and 3,167,978 in July a year ago.

The continued decline in inventories in this branch is taken as an indication of the desire of manufacturers to work off as many high-pressure casings as possible so as to be in a position to devote all facilities to the manufacturing of balloons when the latter eventually replace cords and fabrics.

Inventories at the end of the month were lower than for some time. On July 31 they totaled 3,160,869, against 3,904,667 at the end of June and 4,422,630 at the close of July, 1924.

Production amounted to 2,628,790 in July, in June 2,334,101 and 2,187,116 in July, 1924.

Outturn of high pressure inner tubes in July was 4,297,495, the highest for any month in three and a half years. This was an increase of 731,396 over June shipments and 751,539 above the amount delivered in July, 1924. However, inventories showed a decided drop. They amounted to 4,667,647 at the end of July, against 5,910,609 on June 30 and 5,925,924 July 31, 1924. Shipments were the highest for any month since the latter part of 1921, totaling 5,357,295, against 5,173,477 in June and 5,084,615 in July last year.

Solid and cushion tire shipments totaled 74,715 in July, the lowest for the past three months. In June manufacturers shipped 90,942, a record for any month in three and a half years. However, in July a year ago deliveries amounted to only 51,440. Production also declined from the previous month, there being 75,228 solids and cushions produced, against 85,036 in June and 42,498 in July, 1924. At the same time inventories were slightly lower. At the end of July there were on hand 152,587 tires, against 153,098 a month earlier and 202,850 at the end of July, 1924.

ERECT NEW BUILDING

Chicago, Sept. 19.—The All-Weather Tire and Supply Company is erecting a one-story brick and terra cotta building in the central manufacturing district, to be operated as a tire service and oil and gas filling station. The entire investment will be \$35,000.

PAUL L. PALMERTON, chief of the rubber division of the Department of Commerce, who is keeping in close touch with the present raw products situation.



Henry Miller News Picture Service.

GENERAL TIRES PROSPECTS GOOD

To Depend on New Account for 50% Increase in Output

Akron, Ohio, Sept. 19.—President W. O'Neill, G. S. Poor, general sales manager, and Howard Smith, western sales manager of the General Tire and Rubber Co., were the speakers at Tuesday's meeting here at the factory.

Mr. O'Neill said that the company would depend upon new accounts for the 50 per cent. increase in production planned for next year, favorably placed in the best localities throughout the country.

General Tire will not give the usual spring datings this year, as was agreed some months ago, but in the opinion of Mr. Poor this will not affect the tire sales to any appreciable degree and if any slackening is observed it is thought that it will be of short duration.

The advertising program of last year will be carried out again which provides for close co-operation with the retail dealers in the way of advertising money and the placing of the facilities of the entire general advertising staff at the disposal of the dealers for special help, advice and criticism.

Hudson to Talk At N.T.D. Session

New York, Sept. 19.—R. M. Hudson, chief of the division of simplified practice, Department of Commerce, Washington, D. C., will address the members at the National Tire Dealers' convention, on Tuesday, November 17, in St. Louis.

His address will be illustrated by stereopticon views and his intention is to give a general talk on simplified practice, with special emphasis on the possibilities in the tire and tire accessories fields for the elimination of unnecessary sizes, dimensions, etc.

His address should prove a very important one in view of the suggestions made from time to time on the standardization of sizes and types of tires.

LEASE NEW BUILDING

Minneapolis, Sept. 19.—J. N. Johnson, Inc., pioneer tire dealers of Minneapolis, have secured a lease on a building at 1110 Harmon Place, and will open a model tire display and repair shop.

OPENS TIRE SHOP

Springfield, O., Sept. 19.—M. L. Smith, formerly of the Goodyear Tire and Rubber Company, has opened an auto repairing and auto tire shop here.

ECONOMY RUBBER CO. BUYS 30,000 SQUARE FT. ADDITIONAL SPACE

Dayton, O., Sept. 19.—Announcement is made of the sale of 30,000 square feet of floor space in the building formerly occupied by the Davis Sewing Machine Company foundry to the Economy Rubber Products Company. The rubber concern manufactures tire accessories and employs a sales force of 50 men. Harry and Jacob Dubin are the sole owners.

The Economy products are sold to jobbers in carload lots, and the growing volume of business has made necessary a plant with a railroad siding.

Tire Situation Creates Dealer-Wholesaler Bond

Special to the Automotive Daily News
Salt Lake City, Utah, Sept. 19.—The upheaval in the tire world during the past few months is declared to have produced a greater fraternal feeling among wholesalers and dealers here than the city has ever known before.

Supplies of tires and tubes are coming in much better now, but for a time tire men frequently had to ask a competitor for assistance in the matter of supplies. It is on record that one wholesale firm let

a competitor have some tires and two days later tried to get them back by offering a bonus.

Dealers are understocked at this time and if there is no change many of them will go into the winter with less tires on hand than they have had in years.

There are no cut prices in the city today, however.

It is declared that on the whole balloons are here to stay and gaining. On the whole the used car situation is not satisfactory.

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ENGLAND TAKES TO BUS TRAVEL; IGNORES TRAMS

Railways Feel Bite of
Competition Keenly--
Revise Fares

LONDON, Sept. 12 (U. T. P. S. By Mail).—The amazing strides which petrol motor buses have made in this country have impressed visitors who were here only a few years ago. The whole country is now intersected with a network of motor omnibus routes and there is now scarcely a center of any size which is not served by motor omnibus, not only for local needs but also for town-to-town services.

Especially in the closely placed towns of the industrial districts the motor bus is now a serious rival to the railway train for fairly considerable journeys. The railways have had to revise fares in many districts where competition from the road services has come to be most severe, and it is now possible in many parts of the country to travel the return journey for the cost of the single journey a few months ago.

The question of closing down many local lines has been considered by some of the railway companies and others have had to consider the possibility of running a more frequent service by means of petrol-operated trains of one or perhaps two coaches, as against the larger steam-driven trains.

The motor omnibus is also a serious rival to municipally operated tramway services, and there are a number of instances where it has been found impossible for tramways to renew worn-out track and run at an economic rate with the increased financial burden.

This has meant that track has been taken up, and in its place either a motor omnibus service or trolley vehicles adopted.

The trolley vehicle is finding an opening in this country at the present time, but experts are not agreed whether it will fill a continued want in the transport world or will merely mark a passing phase.

Much has been said of the advantage of the electric-driven vehicles, which draw power from overhead equipment similar to that of a tramcar, but run on rubber tires in place of the fixed track. With the advantage of cheap electric power as against petrol for the motor omnibus the trolley bus can, under some circumstances, be run more economically, but the disadvantage of being confined to overhead equipment counter balances the advantage of cheap power costs in many places, however.

L. B. MILLER NEW CONSUL FOR LINCOLN HIGHWAY

Oakland, Cal., Sept. 19.—L. B. Miller, well-known business man and good roads advocate, has just been named San Francisco consul for the Lincoln Highway, under the direction of James Houlihan of Oakland, California state consul. Miller has made six round trips over the Lincoln Highway.

BERKSHIRE RAILWAY REBUFFED BY COUNCIL

Pittsfield, Mass., Sept. 19.—The Berkshire Street Railway's petition to go into the bus business has been laid on the table by the city council of Pittsfield, on the ground that it is improperly drawn.

FORDSONS FIT INTO SOVIET SCHEME—Picture shows group of Ford tractors after being assembled in freight yards of Moscow. Farmer purchasers are seen seated proudly in their new machines.



International Newsreel Photo.

Public Pays Half Billion Annually for Taxi Fare

CHICAGO, Sept. 19.—The phenomenal growth of the taxi business is made evident by statistics emanating from the midwest, indicating that more than \$32,000,000 in taxi fares alone are paid annually in 14 leading cities of that section. The annual business in the entire country on that basis will come close to half a billion dollars on the most conservative estimates.

Constant usage of taxis means frequent replacements of the autos, tires, large consumption of gas and oil, etc., playing no insignificant part in the marvelous growth of the automotive industry.

The taxicabs of Chicago alone have multiplied in ten years more than 400 per cent., which is over sixteen times the rate of a ten-year increase in the city's population. In this period the cabs increased from about 900 to 4,800, and this growth is an index of how the taxi business has mushroomed throughout the Central West.

In thirteen Western cities outside Chicago, the taxis total approximately 4,500. The taxi fleets of the other cities are: Detroit, 881; Cleveland, 400; Columbus, 160; Cincinnati, 350; St. Paul, 154; Minneapolis, 350; Indianapolis, 150; Des Moines, 100; Kansas City, 474; Omaha, 150; St. Louis, 500; Houston, 150; Tulsa, 474, and Milwaukee, 200.

Truck Companies In State Fuss

St. Paul, Minn., Sept. 19.—Six storage and transfer companies of St. Paul, Minneapolis and Rochester explained to the State Railroad and Warehouse Commission today why they claim exemption from state regulation. The companies were cited to show cause why they should not be required to apply for permits to operate as motor-trucking agencies and should not be penalized for operating without permits under laws passed at the last legislative session. All companies hauling freight by motor truck are amenable to state regulations.

FORGARTY AGAIN HEADS BIKE MANUFACTURERS

Westfield, Mass., Sept. 19.—J. P. Fogarty, E. M. Jackson, C. J. Fogarty and B. A. Edgar have returned from the Atlantic City convention of the Cycle Trades of America. The Cycle Trades consists of the motorcycle and bicycle manufacturers, parts and accessories makers and jobbers. At the convention J. P. Fogarty was re-elected president of the Bicycle Manufacturers' Association and treasurer of the Cycle Trades.

ORDER THREE BUSES

Troy, N. Y., Sept. 19.—Three buses for service on its Oakwood Avenue branch, where the trolley line was lately abandoned, have been ordered by the United Traction Company from the Mack International Company of Allentown, Pa. They are of the gas-electric type.

Bus Activities

TO BUY LAWSON LINE

Fall River, Mass., Sept. 19.—Negotiations are under way for the purchase by the New Haven Railroad of the Dreamworld Motor Coach Company, operated by Arnold Lawson, son of the late Thomas W. Lawson. The Interstate Motor Coach Company has announced its merger with the New Haven interests. Mr. Lawson has operated a fleet of buses from Boston to Newport by way of Fall River and from Boston to Providence.

DENIES REPORT

Elizabeth, N. J., Sept. 19 (U. T. P. S.).—Independent bus owners operating on Elizabeth Avenue, in this city, are here to stay. A statement to that effect was issued by Morris Shapiro, secretary, today, to quiet rumors that Public Service was about to acquire the remaining seventeen buses now running on that route.

BATTLE FOR BUSES

Beech Grove, Ind., Sept. 19.—Gov. Ed Jackson of Indiana has been given a petition by citizens of Beech Grove, asking him to exercise his office to the end that a proper hearing be given in the bus line and traction controversy. Beech Grove is a suburb of Indianapolis and is connected with the capital by a trolley line. The latter has been in financial straits and the owners threatened to junk the line if motor bus competition was permitted.

USE COLLEGE COLORS

Boulder, Col., Sept. 19.—The colors, silver and gold, especially chosen to appeal to the University of Colorado trade, have been selected for the new bus line which will begin operation between Boulder and Denver, some time between October 15 and October 30. The colors mentioned are the University of Colorado's official colors.

BUY THIRTY BUSES

Jackson, Sept. 19.—An announcement has been made by John F. Collins, vice-president and general manager of the Michigan Electric Railway Company that thirty first-class buses have been purchased by the company and will be placed in operation over their lines about October 1. The motor buses will run between Jackson and Kalamazoo and Jackson and Lansing in connection with the electric cars which will be continued for the purpose of carrying freight.

SEEKS FRANCHISE

Milwaukee, Wis., Sept. 19.—The American Auto Transit Company, South Dakota, is seeking a franchise in Milwaukee with a right to run a daily schedule of buses to and from Green Bay, Wis., a distance of 130 miles.

LABOR LEADERS URGE STRINGENT RULE OF BUS TRANSPORTATION

Salt Lake City, Utah, Sept. 19.—A resolution urging that more stringent regulation of motor truck and bus transportation be adopted was passed unanimously at a convention of the Utah Labor Federation, in session at Ogden, Wednesday. The resolution was passed on the ground that many railroad men, members of the unions, were losing their jobs as a result of the serious competition which trucks and buses are giving the railroad companies.

BUS RATES LESS THAN RAILROADS

Use of Motor Stages
Permits Decided
Savings

(Special to The Automotive Daily News)

Minneapolis, Minn., Sept. 19.—A study of new rates made effective on four principal motor bus passenger lines in the state, rates which the state railroad and warehouse commission has been asked to order effective throughout the state, show that in all instances, on a mileage basis the bus rates are somewhat lower than railroad rates.

The rates are figured on the basis of 2½ cents a mile on paved highways and 3 cents a mile on unpaved highways with a combination rate on combined paved and unpaved roads between cities. The lines are all controlled by the Great Northern Railroad.

The following tabulation gives some typical instances of the mileage from Minneapolis, the old rate, new rate and railroad fare:

City	Bus Mileage	Old Rate	New Rate	Railroad Rate
Willmar	97.9	\$2.50	\$2.95	\$3.30
Mankato	84.2	2.50	2.50	3.42
St. Cloud	66	1.50	1.75	2.32
Fargo, N. D.	263	6.85	7.65	8.32
Fergus Falls	194	5.00	5.60	6.33
Hibbing	226	7.00	7.00	8.44
Litchfield	70	1.80	2.10	2.37
Detroit	227	5.55	6.60	6.92
Grand Rapids	187	6.00	6.00	8.33

Sales of Duplex Trucks Mounting

Lansing, Mich., Sept. 19.—Sales of Duplex trucks during the last three months have increased 300 per cent. over the corresponding period for the last year, according to A. J. Shaw, sales manager of the Duplex Truck Company.

"The fact that there are already thousands of Duplex trucks giving satisfactory service in all parts of the country, and in many foreign countries as well," states Mr. Shaw, "convince us that there is a market for Duplexes in practically every line of transportation, and plans are now under way for materially enlarging our distributing organization."

GAS WAR STILL RAGES IN LOS ANGELES

Los Angeles, Cal., Sept. 17.—Indications today in this city point to further cuts in gasoline prices. The larger of the independents are following the drop as set by the "Big Four" and sticking to that price.

Today gasoline is being sold from the stations of the "Big Four" at 16½ cents, tax included, and is selling from the tank wagon at 13½ cents.

The smaller concerns handling "bootleg" have been compelled to sell their product at 12½ cents from the tank wagon.

AUTO EXHIBITS DRAW

Spokane, Wash., Sept. 19.—Automobile and accessory exhibits at the thirty-second Spokane Interstate Fair and Live Stock Show, September 7 to 12, attracted larger attendance than any other exposition in the history of the association.

READING ROAD LATEST TO SEE BUS ADVANTAGES

Plans to Enter Field in
Pennsylvania in
Self-Defense

PHILADELPHIA, Sept. 19.—Realizing the futility of competing with popular bus transportation, the Reading Railway Company is the latest road planning to steal the thunder of its rivals by invading the motor bus field itself.

This fact was disclosed yesterday when the Reading Railway, through E. D. Osterhout, passenger traffic manager of the company, requested the Pennsylvania Public Service Commission to withhold for three months its approval of proposed new bus routes in territory competitive or contiguous to the Reading Railway system.

The company, moreover, announced that its officials are making a study of motor bus operation as well as that of the substitution of gasoline for steam equipment.

By this move the Reading gains the distinction of being the first steam railroad in Pennsylvania to take steps toward entering the motor bus business. The plans of the Reading were brought to the attention of the commission in a protest against the application of Floyd M. Schoffstall for a certificate to operate a motor bus line in the vicinity of Pottsville and Lykens.

In addressing the commission Mr. Osterhout said: "The state's highway construction accomplishments, together with more and better automobiles and the public endorsement of the motorbus, have created inroads into our passenger traffic which required bold reform."

"The automobile," he said, "has a solidly fixed place in American life. As to the motorbus, it apparently has gone beyond the experimental stage, and it would seem that properly supervised, regulated and taxed, it may be accepted as a sound economic proposition."

"The time has come," he added, "when the company must decide whether to meet the situation by appropriate elimination of train service, leaving the field open to independent bus operations, or by going into the motorbus business on its own hook."

"Manifestly the motor bus can afford to undersell the railroad, either through lower fares or greater frequency of service, or both, and it is apparent that local train service and highway motor buses cannot both survive in the same territory."

"The question of our company's going into the highway bus business may be divided into two phases: First, reduction in operating costs by substitution of highways buses for lightly patronized railroad trains; second, enlargement of areas served through the extension of our rail facilities by means of motor bus feeders."

INDIANA TO HAVE HUGE TRUCK DEPOT

Fort Wayne, Ind., Sept. 19.—Plans for Indiana's largest motor truck depot have been announced by the Indiana Service Corporation, which is establishing motor truck routes throughout northern Indiana. The depot, remote from the business district, will be sufficient to house several hundred trucks, together with the interurban freight cars operated by the company.

44,168 TRUCKS LICENSED

Olympia, Wash., Sept. 19.—Although the state license department had licensed 44,168 trucks by September 1, only 355 of these are operated on regular runs by the 116 lines which have been granted certificates of public convenience and necessity by the state Department of Public Works.

Bus Bodies Need Attention

Dr Appearance, Quietness and Durability Will Suffer



Bus operators will find this article profitable reading. In it E. J. Lang, vice-president of the Lang Body Company, Cleveland, points out the need for systematic care of bus bodies, and gives some valuable tips as to the best ways of maintaining them in good condition with little trouble.

THE bus-riding public is rapidly being educated to demand the best traveling comfort and does not fancy continual squeaks, rumbles and other annoyances, indicative of a bus that has not had the proper care, declares E. J. Lang, vice-president and general manager of the Lang Body Company of Cleveland, large builders of bus bodies.

Mr. Lang believes that the bus body should be given the same care and attention that is accorded the chassis and engine in order to insure satisfactory performance. Motor passenger carrying vehicles must operate under all road and weather conditions, regardless of whether these conditions are favorable to the longevity of the vehicle or not. Too much emphasis cannot be placed upon the care of the finish of the body. A well-finished body cannot help but attract patronage.

"The observance of a few simple rules," Mr. Lang continued, "will add greatly to keeping a bus bright and glossy. Here are some of the main points in caring for bodies:—

Paints

"Remove all dust and grit with a stream of water applied as nearly parallel to sides of the body as possible. The water should never be applied at high pressure, as this will enable dust particles to mar the finish. Sponge and chamois must be kept scrupulously clean and free from grit. As a polisher and cleaner use one part kerosene

well mixed with three parts of water. Splash this solution on panels, never rub it on, then wash off with a sponge and plenty of clean water. Tar should be removed by applying lard to the spot, leaving overnight and cleaning with kerosene-water solution next morning.

Body Bolts

"Bolts securing body to frame should be examined once a week and all slack taken up. This will eliminate most of the noises and rumbles associated with a heavy vehicle, and will also add materially to the useful life of the body.

"All parts of the heating unit underneath the body, such as pipes, flexible tubing, etc., should be kept free from corrosion.

Spring Bumpers

"The spring bumpers, especially in the rear, are subjected to the most severe strain and vibration and if not kept properly tightened will soon be found in bad condition. All bumper joints should be well oiled.

"Rubber door silencers play an important part in the satisfactory performance of the body

Body Builder Gives Few Simple Rules for Maintenance

doors. Care should be taken that these runners are extended out from their containers sufficiently to take up all vibrations of the door when the vehicle is in motion.

Lock Bolts

"The lock bolts should be lubricated to insure easy working of the doors and to prevent excessive wear on striker plates.

"Door hinges should at all times be kept well oiled and examined for defects and strains due to hard swinging and loosening.

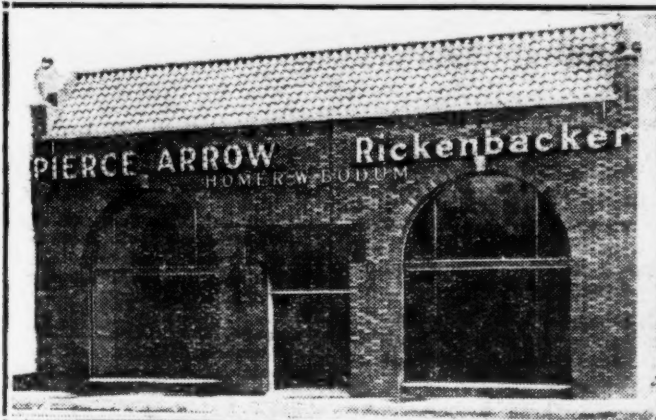
"Striker plates should be examined frequently for evidences of undue wear and should be replaced when needed. Upon removal of striker plates all wood screw holes should be plugged with hardwood plugs dipped in glue.

Window Regulators

"Panels should be removed about four times a year in order to examine window regulators. Springs and counterbalance arms, due to the fact that they are apt to become corroded by moisture seeping through the walls of the body, should be well oiled. Woodwork should be well painted.

"No definite time can be set for refinishing a vehicle in order to preserve the finish, as this depends on its care and usage. After the ordinary bus has been used six or seven months it is advisable to give it a light pumice rub and a clear coat of finishing varnish. This preserves the color and general finish and always keeps it looking like new. This operation performed in time saves the larger cost involved in repainting and refinishing a job entirely."

Distinctive New Home of Coast Dealer



BUILT in Renaissance style, the new building of Homer W. Bodum, Pierce-Arrow and Rickenbacker distributor, Long Beach, Cal., has just been completed. Quaint effects have been obtained to lend an air of antiquity. The floor is in pigeon blood terrazzo, edged with gray, while the walls have an antique ivory finish. Furniture is copied from early Italian types. A small room for each salesman has been provided, where he may take prospects.

Olds Man Shows Value Of Publicity Stunts

PUBLICITY stunts do have sales value, even if not new, according to Quinn Murphy, Michigan field representative of the Olds Motor Works. In co-operation with the Barnhardt Motor Sales Company, Oldsmobile distributor, Battle Creek, Mich., he recently staged a stunt drive that proved unusually successful.

It took the form of an endurance test in which Herbert A. Marow stayed at the wheel of an Oldsmobile coach for five days. This car was driven day and night with Marow chained and locked in the seat. Marow drove without rest or sleep of any sort, always at the wheel and always driving. The whole thing was spectacular and circusy. It was a stunt pure and simple but—and here is what is interesting—it sold cars.

"The publicity value of stunts such as these lies in the fact that the public comes to notice the car and its performance," said Murphy, in discussing this drive. "After all is said and done, performance is what counts in a car. The car that can deliver the goods is the car that the public wants. Upholstery is all fine and dandy, new finishes are attractive, new lines are interesting, innovations inside and outside all hold interest for a time at least, but everything finally simmers down to the one question—will the car stand up and deliver the goods?"

"In this stunt drive we took a stock coach, regular in

every way, and turned it loose on the road for continuous driving for five days and five nights. It didn't take any time for everybody in this section of Michigan to know what we were doing. Stunts such as these soon spread around. The fact that we painted the outside of the coach with signs telling of the stunt helped. People saw at once that here was a stunt that would prove whether the Olds could deliver the goods, and that, after all, is what every motor car buyer and prospective buyer is interested in.

"To show how the thing worked out, let me say this: Almost as soon as the test was started, we had people with 1925 cars come to us and tell us that if that coach went through the five days and nights of driving they were ready to trade in their new car for one of ours. Such a deal naturally meant some loss to them, but they were willing to stand the loss.

"We have tried other stunts with fair success, but never have we hit on a stunt quite like this, either in variety or in pulling power from the sales end."

Timely Displays Stressed

THE rapid growth of the S. & W. Auto Company, accessory jobber, Cedar Rapids, can easily be attributed to their grasping of the fundamentals of good merchandising in the appropriateness of their display stocks and completeness of the line that is handled, which includes nearly every accessory that has any definite value to the user.

The eight large show windows of the company are kept constantly alive by a seasonal or weather change of the main materials displayed, and slow-moving lines to flank them for better sales. The more than five hundred items handled, which include tires and tubes, all have their place in the windows when their turn arrives, with especial attention being paid to the timeliness of the display.

Recently, with heavy rains prevalent throughout the section of Iowa around Cedar Rapids, the displays were of chains, wind shield wipers and tow lines in the principal windows, with slower moving lines nearby to gather some of the sales display effect gained by the use of timely articles.

While no distinctly new lines have been added recently, this company installed a complete wheel service about a month ago. Parts of all makes and types of wheels are stocked, with mechanics on hand who are competent to make immediate wheel repairs. This, according to A. W. Weiss, one of the firm, was a much needed service for the motorist, and is being very well received.

Can your salesmen answer prospect's question about line or its competitors?

Little Stories About Men You Know

John North Willys

EIGHTEEN years ago John N. Willys, a small-town bicycle and sporting goods dealer, who had spent most of his cash or-



John N. Willys with \$80,000 debt—and no wheels turning.

ganizing an automobile selling company, suddenly found himself manager of an automobile factory. It was without material, without credit, burdened

with \$80,000 debt—and no wheels turning. Willys persuaded friends to loan him \$7,500, and he kept the factory producing Overland automobiles. Today Willys is head of the gigantic Overland interests, valued at about \$200,000,000.

He was born in Canandaigua, N. Y. When 16, he finished public school, and his father planned a profession for him. Willys preferred business, and, with a boy companion, leased a laundry. At the end of a year the partners sold the laundry, and each had \$100 for their endeavor. Then Willys took a bicycle agency opening in Elmira, N. Y. When the first horseless carriage appeared, with its dashboard and whip socket, Willys decided to sell them, and he opened an automobile agency. He heard of the Overland, then made in Indianapolis, and it looked good to him. The company built a car that was destined to sell, but they had no sales organization. Willys made a contract to sell the output of 500 cars a year. Just as the outlook looked brightest the factory at Indianapolis showed signs of disability. Car shipments faltered, then stopped. In reply to fervid telegrams, Willys was told that the company was

in financial difficulties. In twenty-four hours he was in the factory.

With the \$7,500 he raised he took over the management of the factory and by grit and long hours of work held the organization together and started to build cars. In the face of the \$30,000 debt, a stringent 1907 money market and other difficulties, he finished the first year with net assets of \$58,000. "I know that inventory showing our net worth was correct—for I took it myself, as I did most of the other executive and detail work at the time," said Willys.

"I was manufacturer, president, general manager—everything from Lord High Executioner down. As assets I had a sheath of orders, health, energy, enthusiasm and a factory noted chiefly for the things it lacked.

"The only way we could do business was to make the interval from receipt of materials to car delivery as short as possible. Our working capital was greatly overworked. When a finished car left the factory we needed cash at once, generally we needed it long before the car left. I learned then that profits were in goods delivered and not in orders."

The next year Willys built 4,065 cars and made \$1,000,000 net profit. Early in its career the Willys-Overland plant was moved to Toledo, where with \$285,000 of the first million, Willys purchased the Pope-Toledo plant which was adapted to automobile manufacturing.

The Willys-Overland plant today covers an area of 125 acres with employees numbering in the neighborhood of 14,500 and will build about 250,000 cars this year.

What an owner tells his friends about your car may depend on the treatment he receives in the service station.

MELONS FROM DISPLAY WITH PURCHASES

Twelve watermelons, which together weigh 1,424 pounds are displayed in the show windows of the South Side Chevrolet, Inc., 3645 South Grand Boulevard, St. Louis. These melons are from the same patch from which was taken the 136-pound melon, recently sent to President Coolidge by Laseter Bros., Hope, Ark.

The South Side Chevrolet Company is displaying the melons in a special window trim showing the edge of a corn field. One of the melons is given with each new car purchased.

LISTS NAMES

The Carlburg Auto Company, Sisseton, S. D., has adopted a unique method of advertising the popularity of Ford products in its territory by publishing every week a list of all their customers since the first of the year. At the end of the year every customer in the list will receive a souvenir from the company. The list keeps growing every week.

EMPHASIZES PRICE CUT TO BUYERS

The Overland Wagner Company, Overland and Willys-Knight dealer, Cedar Rapids, made a use of their opening advertising on the Overland sedan price reduction that was quite effective. In connection with the large display space used in a local newspaper they sent out 240 telegrams to the prospective buyers on their cards, calling attention to the display advertisement in the newspaper.

This was done simultaneously with the removal of the paint from their windows to expose the car to view and the driving around the city of a fleet of the cars bearing the new price neatly lettered on the banners decorating the cars.

DEMONSTRATES HEATER

The Super Oil Heater Company, Hartford, Conn., believes in sending its proposition to prospective buyers rather than wait for them to come to the salesroom. For that reason the company rigged up a heater on a Ford one-ton truck and demonstrates the working of the heater at the prospect's own door. As a business getter, it has been worth while.

Personal Paragraphs

Columbia, O., Sept. 19.—Funeral services for Richard Wayne Trout, 38, foreman in the Dodge factory in Detroit, who died in that city Sunday, were held there Thursday afternoon. Trout while a resident of Columbus was much interested in amateur baseball and bowling. Funeral services were under the direction of the Masons.

Milwaukee, Wis., Sept. 19.—The Hoppe Motor Company, local Lincoln dealer, has added R. C. Inbusch to its sales staff.

Chicago, Sept. 19.—T. Vinton Murphy has been appointed floor manager of the Cadillac Motor Car Company's branch. He is a veteran of Chicago's motor row.

Columbia, S. C., Sept. 19.—T. P. Know, head of the Chrysler organization in this city, has just returned from a week's visit to the factory in Detroit.

Attleboro, Mass., Sept. 19.—Karl A. Blumenthal, well known automobile salesman, has married Miss Margaret Drechin, also of this place.

Boulder, Col., Sept. 19.—Leonard Smith has assumed the management of the George D. Smith garage and Jewett automobile representation here, following his brother's departure from the city a few days ago.

Chicago, Sept. 19.—N. C. Auble, manager of the R. H. Collins Automobile Company, Chrysler distributors, has returned from a conference at Detroit.

Improvements

Bismark, N. D., Sept. 19.—The Dakota Auto Sales Company, Oldsmobile dealer, is now established in its new home on Main Street. The offices are on a spacious balcony, leaving the entire lower floor for the parts department, display room and shop. The company has been established three years and 1925 is its banner year from the viewpoint of car sales. Robert Krutzner is proprietor.

Green Bay, Wis., Sept. 19.—The Kihlberg Auto Rebuilders are moving into their new plant here.

Altoona, Pa., Sept. 19 (U. T. P. S.).—The Altoona Flint Company, distributor for Flint cars in this section, has taken possession of a new fireproof home at Union Avenue and 23d Street.

Rochester, Minn., Sept. 19.—Space demands have resulted in changes of quarters by several Rochester automobile agencies and garages. The Jefferson Highway Transportation Company and the L. Van Tassel bus lines are moving to the West End Garage, 2d Street Southwest. The Rent-A-Car Company will occupy the Arnold & Burton Garage. The Rochester Tire Service Company is moving to 14 First St., Northwest. The Hudson-Essex service station is moving to the Old Heidelberg Building, 1st Avenue Southwest.

Altoona, Pa., Sept. 19 (U. T. P. S.).—One of the most attractive automobile headquarters in this city is the new building of R. P. Miller, local Oldsmobile dealer. It is a two-story steel, brick and concrete structure and cost \$50,000. In celebration of occupying the new home, Mr. Miller entertained associate dealers from surrounding counties, factory representatives and his own sales force at a banquet.

McKeesport, Pa., Sept. 19.—The Behr Bros. Motor Company has started work on its new garage, which will cost \$150,000. It will be in one of the choicest locations of the city, directly opposite the post office building on Walnut

Lockport, N. Y., Sept. 19.—Harry Shannon, local Packard dealer, has returned from a 1,500-mile vacation tour through the New England states and New Jersey, Pennsylvania and New York.

Richmond, Va., Sept. 19 (U. T. P. S.).—Richard Irvin Scott is the newly elected secretary of the Newhall Motors Corporation, local Elcar distributors.

Chicago, Sept. 19.—M. C. Johnson, formerly distributor of Roamer automobiles at Atlanta, Ga., is now service superintendent of Roamer Motors, Inc., 2429 South Michigan Ave., according to an announcement of C. Y. Kenworthy, president of the firm.

Los Angeles, Sept. 19.—Hal F. Weller, local advertising and publicity man and southern California representative of the contest board of the American Automobile Association, has joined the Edward N. Nathan Advertising Agency. He was for a time advertising manager for a large automobile distributing organization and later devoted most of his time to A. A. A. contest work.

Toledo, Sept. 19.—Robert B. Robertson and T. R. Young of the Lutz-Griffith Company, local Packard distributors, are this city's representatives among the 212 star salesmen who have been guests at the Packard factory in Detroit this week on a three-day outing. Robertson sold 166 per cent. of his quota and Young 142 per cent. of his for the three months ended September 1.

Fire Losses

Sheboygan, Wis., Sept. 19.—Fire at the Jenkins Machine Company plant caused damage approximating \$4,000.

Hot Springs National Park, Ark., Sept. 19.—Fire recently destroyed the two-story building of the Hamp Williams Auto Company, Ford dealer, one of the newest and most up-to-date buildings here, with a loss of about \$150,000, half covered by insurance. Several new and used cars were also destroyed.

Mankato, Minn., Sept. 19.—The John W. Kuebler garage was destroyed by an illuminating gas explosion and resultant fire last Wednesday, with \$20,000 loss.

Street. Excavation is being done now, but building operations are not expected to start until next spring. Baehr Bros. have the agency for the Studebaker. The company was organized in 1918, and since that time has been located on 9th Avenue.

Pendleton, Ore., Sept. 19 (U. T. P. S.).—McKenzie & Howton, Walla Walla and Pendleton, distributors for Moon, Diana, Overland and Willys-Knight, have moved into their new home in the Elks Building. A large showroom is a feature of the new quarters.

Macon, Ga., Sept. 19.—The Waters-Sparks Motor Company, in the automobile and accessory business here, has changed its name to the Sparks Motor Company and will move to a new building soon.

Buffalo, Sept. 19.—Klepfer Brothers, in the garage business here, will erect a two-story addition to their present building, to cost about \$35,000.

Canton, O., Sept. 19.—The Peerless Auto Sales Company, E. F. Haak, manager, dealer in Peerless, Overland and Willys-Knight cars here, has contracted for a new three-story home, which it hopes to have ready the early part of next winter. It will contain a modern service department.

Out on the Coast

By John C. Wetmore

Los Angeles, Sept. 19.—Travel by motor car to



the Yosemite National Park, the great touring and camping mecca of the entire Pacific Coast region, has tremendously increased this year. Up to the end of the first week in September 44,380 automobiles, as compared with 30,917 during the same period last year, entered its gates. Statistics disclose the fact that 141,294 persons registered this year at the park's entrances in their own machines up to the date named, as against 98,034 last year. If motor travel increase continues at this rate the time would seem to be not far off when the Yosemite will be actually congested with cars and littered all over with camping rubbish to be cleaned away.

Pacific Coast motorists as a whole have but one idea of the way to spend a summer vacation—take out the old boat, pile the family into it, pack the tent and blankets along the running board, hang the frying pan on behind and beat it for the forests, lakes and national parks. Camping is an obsession with many thousands of them, not merely for vacations but also for week-ends. Within a few hours' riding distance of every city's gates there are mountain and lakesides abounding in camp sites.

National forests, in which camping privileges can be easily obtained, are in almost universal easy reach. So it is that on Fridays, Saturdays and Sundays outgoing and incoming tent-laden automobiles constitute on every mile of road a conspicuous feature of the motor traffic.

There is always snow on "Old Baldy," which looks down on Los Angeles, only some 60 miles away, though its top is only white-capped in the rainy season from October to April. A three or four-hour drive takes one to Arrowhead Lake, where one can enjoy skating, coasting and all winter sports almost as late as March. Big and Little Bear Lakes are only an hour further on.

Besides her beatific Pacific beaches, San Diego campers have places to pitch their tents week-ends in the mountains 40 to 100 miles to the east.

Almost at the gates of San Francisco are the famous redwoods, with Lake Tahoe 350 miles to the north, Yosemite 300 miles to the east and Sequoia Park 300 to the south. The Tamalpais Mountain district is within equally easy reach.

Portland has her unbeatable Columbia Highway for afternoon drives, and the wonderful Crater Lake region for camping only about 150 miles to the south in a beeline. Seattle and Tacoma, proud in the possession of Mount Rainier National Park, are apt to sneer at the scenic pretensions of their rivals to the south. They too have for camping the Cascade Mountains, an extension of the high Sierras of the south. Then again the Georgian Bay country, up near Vancouver, is easily accessible.

With all these beautiful pictures of nature to feast their eyes upon and all these wonderful playgrounds of their boasted outdoors to tour and camp in, can you blame these Pacific regionals an occasional curve of the lip at the scenic rivalries of the East?

Bankruptcies

Charlotte, N. C., Sept. 19 (U. T. P. S.).—Walter Nicholson has been named temporary receiver of the Motor Accessory Company, 806 South Tryon St., this city. In the voluntary petition, signed by W. A. John G. S. L. and Mrs. Louis Colvert, stockholders of the company, assets are listed at \$8,000 and liabilities at \$12,000.

Classified Advertising

A SMALL "want-ad" in these classified columns will help you get what you want at least expense and bother to yourself, and in the shortest possible time.

You can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects—with no waste circulation.

Don't wait weeks for results—take the "short-cut" to the men you want to reach. Follow the path of least expense and least worry.

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check, or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

WINSTON-SALEM. North Carolina's largest city—The EVENING SENTINEL leads all Carolina cities in AUDITED HOME CIRCULATION. Trade information gladly furnished the National Advertiser. The TWIN CITY SENTINEL, Winston-Salem, N. C.

HERE'S an idea for some live service station: Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

THE ADVERTISEMENT below contains 55 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active partnership with live car dealer, tire dealer or garage man; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X. Y. Z., Automotive Daily News.

SITUATIONS WANTED

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

EXPERIENCED MECHANIC wants employment in service station or up-to-date garage in New York metropolitan district; familiar with all makes of cars; steady, reliable. Address Box No. 33, Automotive Daily News.

Incorporations

Columbus, O., Sept. 19.—Ohio incorporation papers have been granted to the following in the automotive industries:—

Mahoning Auto Service Co., Alliance; \$10,000; Hupmobile dealers; Franz Simon, president; I. S. Fink, Joe Sarchione, Harry E. Moreland and Frank W. Andrews. Auto Wrecking Company, 1035 East Main St., Akron; \$10,000; deal in scrap iron, autos, parts and accessories; Max Segal and others. Ohio Bus Line, Cincinnati; \$100,000; Clifford Byrd and others. Oak Hill Rubber Company, Oak Hill—\$10,000; W. A. Byrider and others.

Wood Motor Company, Cincinnati; \$50,000; deal in automobiles, trucks, tractors and accessories; James R. Clark, Vern H. Wilson, William J. McCauley, Burton R. Robinson and Valentine Stolz.

Beckett Tire and Supply Company, 976 North High St., Columbus; \$10,000; deal in tires and tubes and operate repair shop; R. B. Perry, W. J. Beckett, J. C. Williamson, A. E. Heddington and N. S. Monsarrat.

Ohio Auto Renting Company, Tiffin; \$500; Harry L. Cleveland and others.

Raleigh, Sept. 19.—North Carolina incorporations:—Locomobile Company of Western North Carolina, Charlotte; \$40,000,

FOR SALE

MODEL R storming machine; good as new. Address Wisconsin, Box 39, Automotive Daily News.

FOR SALE AND RENT

GARAGE business, located on state highway; 2 curb pumps, 4,000 gallons monthly; complete line of accessories, tools, car, tools; storage pays rent; owner returning to Pacific Coast. Address A. J. Z., Box 37, Automotive Daily News.

BEST EQUIPPED SERVICE STATION Metropolitan New York for sale lease; ground floor contains 45,000 square feet with back yard of sufficient size for teaching new drivers. Location ideal, well lighted and ventilated. Parts room equipped with conveyor system. Wash shop has quarter mile of overhead track. Paint shop equipped for Duco or similar work. Transportation facilities excellent. Machinery and equipment can remain if desired. Address Box 35, Automotive Daily News.

MATERIALS

YOUR CLASSIFIED advertisement will reach daily the industry's large purchasers of raw materials—cotton, rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

PARTS

WE HAVE an exclusive jobbers proposition for the only complete standard of water circulating pumps. A style that fits every pump. Every boiling Ford prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

EQUIPMENT

RADIATOR COVERS will sell be needed by every car owner. Write us for money making proposition. Address Box No. 19, Automotive Daily News.

with \$2,500 subscribed by J. I. Erwin, Morgantown; T. G. Moseley and J. C. Blake, both of Charlotte engage in automobile sales.

Western Carolina Auto Company Asheville; \$100,000; manufacture import and export automotive equipment; \$100,000, subscribed by estate of J. M. Lange, J. C. Adams, W. H. West and W. M. Redwood all of Asheville.

Newton-Alexander Motor Company, Charlotte; \$50,000 with \$10,000 subscribed by C. E. Newton, Thomas Mott Alexander and John B. Alexander, all of Charlotte.

Madison, Sept. 19.—Incorporations in Wisconsin include:—Shawano Motor Car Company, Shawano; \$40,000; automobiles; old concern.

Podawiltz Motor Company, Eau Claire; \$25,000; automobiles; old concern.

Baton Rouge, Sept. 19.—Firm incorporated in Louisiana are:—St. Bernard Motor Company, Inc., Violet; \$35,000; general automobile and service business; old concern; J. Benton Foret, New Orleans, president.

Lansing, Sept. 19.—New incorporations in Michigan:—Tedd Auto Sales, 743 1/2 East Jefferson Ave., Detroit; \$18,000; automobiles.

Hurley & Barnett, Inc., 55 Woodward Ave., Detroit; \$10,000; automobiles; John W. Hurley and others.